

Academic Service Quality and Work Ethic: Their Effect on User Satisfaction at MTs Darul Huffaz Lampung

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Abstract:

The implementation of the education program at MTs Darul Huffaz Lampung is still developing to find a better form by paying attention to one of them, namely the quality of education to ensure the satisfaction of users of educational institution services. The objectives of this study are: to determine the effect of academic service quality (tangible, reliability, responsiveness, assurance, and empathy) and work ethic (hard work, discipline, honesty, responsibility and diligence) on user satisfaction at MTs Darul Huffaz Lampung. This type of research is descriptive quantitative to test the hypothesis between research variables. The population in this study were students and teachers at MTs Darul Huffaz as many as 460 respondents. The sampling technique in this study was purposive sampling technique. The sample in this study amounted to 82 respondents, so the response rate in this study was 65%. Data analysis techniques using regression analysis, both by using partial tests (t tests) and simultaneous tests (F tests) as well as the coefficient of determination test. The results showed that first, partially the indicators of academic service dimensions had a significant effect on user satisfaction.

Keywords: Academic Service Quality; User Satisfaction; Work Ethic.

Introduction

Education is a fundamental aspect of human resource development, which is a key determinant of a nation's quality of life. In this context, educational institutions have a crucial role in providing high-quality academic services and shaping positive work ethics among students and teaching staff. In Indonesia, faith-based schools, such as Madrasah Tsanawiyah (MTs), have the dual responsibility of providing balanced general and religious education. This makes the quality of academic services and work ethics even more important to achieve user satisfaction, namely students and parents.

The quality of academic services covers various aspects, ranging from the quality of teaching, availability of learning facilities, to support for student development. Good service quality not only improves students' academic performance but also impacts their satisfaction and loyalty to the institution. When users are satisfied with the services received, they tend to entrust their children's further education to the same institution.

A good work ethic in an educational environment reflects the commitment of educators and administrative staff in carrying out their duties with full responsibility and dedication. At MTs Darul Huffaz Lampung, a high work ethic is expected to provide an example for students in carrying out the values of discipline, responsibility and independence. Moreover, a good work ethic strengthens the institution's reputation as a place of education with integrity and quality service orientation.

User satisfaction is an important indicator that reflects the extent to which academic services and work ethics at MTs Darul Huffaz meet the expectations of students and parents. Various studies have shown that good service quality is directly proportional to user satisfaction. If the institution can meet or even exceed user expectations, then their level of satisfaction will increase, which in turn will improve the image and credibility of the institution.

MTs Darul Huffaz Lampung is one of the Islamic-based educational institutions that aims to produce a generation of hafiz who excel in academics and have a strong character. This institution has its own challenges in providing quality academic services and instilling high work ethics to all school components. Therefore, it is important to evaluate the quality of academic services and work ethics in this school, and its impact on user satisfaction.

Given the important role of academic service quality and work ethics in character building and user satisfaction, this study aims to examine the relationship between these two variables with user satisfaction at MTs Darul Huffaz. This research is expected to provide insight into how the quality of academic services and work ethics can affect the level of satisfaction of students and parents as the main users of educational services at MTs Darul Huffaz.

Academic service quality is often measured through the dimensions of reliability, responsiveness, empathy, and assurance provided by the institution. These factors are considered to increase users' positive perceptions of the institution. Thus, it is important for MTs Darul Huffaz to pay attention to these dimensions in order to meet the expectations of students and parents.

Work ethics is a set of principles that guide individuals to work well and responsibly. In the context of education, good work ethics from teachers and administrative staff will create a

conducive learning environment, and have a positive influence on student behavior and morale. Good work ethics are also believed to increase user trust in educational institutions.

User satisfaction, especially students and parents, is an important aspect that can affect the success of an educational institution. User satisfaction reflects their perception of the quality of service received, and this can influence their decision in retaining or recommending the institution to others. Therefore, maintaining user satisfaction is one of the top priorities at MTs Darul Huffaz.

In addition, another factor that influences the high public interest in Darul Huffaz Lampung Islamic boarding school is having a good employee/teacher work ethic. The boarding school applies a good work ethic so that employees can work professionally. In this effort, the institution makes several regulations that must be followed by employees and employees, such as regulations regarding working hours, regulations regarding employee/employee attendance, regarding sanctions and penalties for violations of discipline and other regulations. The existence of this regulation is expected to be a guideline for employees and employees at work. Work discipline can also affect performance, work discipline can be seen through the employee / employee attendance rate. The following data illustrates the attendance rate of employees / teachers at MTs Darul Huffaz in the 2022/2023 academic year.

The main objective of this study is to identify and analyze the effect of academic service quality and work ethics on the level of user satisfaction at MTs Darul Huffaz Lampung. By understanding the factors that influence user satisfaction, it is hoped that schools can improve their service strategies and maximize the educational potential of their students.

The results of this study are expected to contribute to the development of academic literature on service quality management in Islamic-based educational institutions. In addition, this study can also provide practical recommendations for MTs Darul Huffaz in improving the quality of academic services and work ethics, so as to achieve an optimal level of user satisfaction.

Methods

This research is an associative research that aims to analyze the influence and relationship between two independent variables, namely academic service quality and work ethic, on the dependent variable in the form of user satisfaction at MTs Darul Huffaz Lampung. Associative research was chosen to provide an in-depth understanding of how much the contribution of academic service quality (X_1) and work ethic (X_2) in shaping the level of user satisfaction (Y). In this context, both independent variables are assumed to have an influence on user satisfaction, so this study will empirically test the relationship between these variables.

The approach used in this research is a quantitative approach, which aims to measure data objectively through numbers and statistical calculations. This approach allows research to obtain results that can be measured scientifically based on the theoretical framework underlying the variables studied. Data collection was carried out using questionnaires to users of academic services at MTs Darul Huffaz Lampung, so that the results obtained could describe the relationship between academic service quality, work ethic, and user satisfaction more accurately.

The population of this study were all academic service users at MTs Darul Huffaz, with a total of 460 people based on service user data in May 2024. The May data was chosen because it represents the average number of service users each month, so that the research results can represent the general conditions at the school.

Results and Discussion

The Effect of Academic Service Quality on User Satisfaction at MTs Darul Huffaz Lampung

In modern times, most people are more interested in choosing educational facilities for their children through religious educational institutions. In addition to the general knowledge that will be obtained by their children, of course, in educational institutions with religious nuances will be given special knowledge related to religious science.

One of the educational institutions that still exists in this modern era is boarding school. Islamic boarding schools are the oldest educational institutions in Indonesia and are able to continue to provide the best quality services for the Indonesian people while still paying attention to the times. In fact, nowadays many Islamic boarding schools have been transformed into Islamic educational institutions that combine Islamic knowledge typical of pesantren with general knowledge and are also given skills training according to the interests and talents of each student.

But to create a quality educational institution is not easy. In an institution must be able to pay attention to one of them, namely the quality of education to ensure the satisfaction of users of educational institution services. User satisfaction of educational institutions can be interpreted as that users must get a certain satisfaction they want and need at the educational institution.

User satisfaction at educational institutions can be realized one of them by providing good academic services. The academic services provided will affect a person's interest in continuing to use services at the educational institution. Of course, to maintain service users to continue using services at an educational institution, educational institutions must be able to improve and maintain the quality of academic services provided. Islam teaches that an institution in providing its services to the community must provide quality services as explained in Surah An-Nahl verse 91.

Quality is one of the important indicators for a company or institution to be able to exist in the midst of intense competition. The quality of academic services at educational institutions focuses on meeting the needs, requirements and timeliness to meet user expectations. The indicators of academic service quality in this study are *Tangible* (physical evidence), *Reliability* (reliability), *Responsiveness* (*responsiveness*), *Assurance* (guarantee) and *Empathy* (empathy). This study examined the object of research, namely MTs Darul Huffaz Lampung.

The results of research conducted using 82 samples consisting of 22 teachers, 20 student guardians, and 40 students of MTs Darul Huffaz Lampung resulted in a t_{count} value of $4.091 > 1.9897$ so that H_a was accepted and H_o was rejected and a significance value of $0.000 < 0.05$ was known, which means that the quality of academic services has a significant effect on user satisfaction at MTs Darul Huffaz Lampung. The results of this study are the same as the results of research conducted by Lu'Lu'ul Fuadun Nisa in 2019 that the quality of administrative services affects the satisfaction of FITK UIN Walisongo Semarang students.

The results showed a significant positive effect. This means that the better the quality of academic services provided, the satisfaction of academic service users at MTs Darul Hufaz Lampung will increase. Vice versa, the worse the quality of academic services provided, the satisfaction of academic service users at MTs Darul Hufaz Lampung will decrease.

The Effect of Work Ethic on Customer Satisfaction at MTs Darul Huffaz Lampung

The quality of education in educational institutions is important to maintain. To create and maintain a good quality educational institution is not an easy thing. The problem that arises in the world of educational institutions is the low quality of education at every level and unit of education. One of the causes of the low quality of education is the low quality of academic services. In addition, the work ethic in educational institutions can also affect the quality or quality of educational institutions in terms of providing satisfaction to users of educational services. Satisfaction of users of educational services in meeting their needs is not only assessed on the quality of academic services, but work ethic also affects it.

Ethos is formed by various cultural influences, habits, and value systems that believe in it. So ethos is also known as ethics, which is almost close to the notion of morals. Moral can be defined as values related to good and bad. Ethics as a subject of ethos owned by individuals and groups to assess whether the actions that have been done are right or wrong and good or bad. This means that ethics is related to values, good ways of life, good rules of life and all habits that are adopted and passed down from one person to another or from one generation to another.

Then work is a serious effort, by exerting all assets, thoughts, and thoughts to actualize or reveal the meaning of himself as a servant of Allah who must subdue the world and place himself as part of the best society (*khairul ummah*) or in other words we can also say that only by working humans humanize themselves. The meaning of work can also be interpreted as an effort to fulfill his needs, both in this world and the hereafter. Work is not just to earn an income, but work that is more essential is God's command to be a human being who is beneficial to others. Through work, thousands of experiences can be gained, encouragement to work, that today must be better than yesterday, hard work is required, creative, and ready to face the challenges of the times.

In general, work ethic refers to why and how a person behaves in a certain way. Motivation is a dynamic process where everyone can be motivated by different things. There are several factors that influence work ethic including religion, culture, socio-politics, environmental conditions, education, economic structure and individual intrinsic motivation. This factor will affect a person's ethos in working, one of which is to provide services to the community to realize service user satisfaction.

Then there are also indicators that can measure a person's work ethic in providing services to the community, namely hard work, discipline, honesty, responsibility and diligence. This indicator can certainly provide a measurement of whether the work ethic of an individual in an institution or company has been carried out properly or not. The better the work ethic, the more comfortable and safe someone who uses services at an institution will be when utilizing services at that institution.

This study examines whether there is an effect of work ethic on user satisfaction. The object of research is MTs Darul Hufaz Lampung using a sample of 22 teachers. The results of this study that the work ethic variable produces t_{count} value of $5.305 > 1.9897$ so that H_a is accepted and

H_0 is rejected and it is known that the significance value is $0.000 < 0.05$, which means that work ethic has a significant effect on user satisfaction at MTs Darul Huffaz Lampung.

The results showed a significant positive effect. This means that the better the work ethic provided, the user satisfaction of academic services at MTs Darul Huffaz Lampung will increase. Vice versa, the worse the work ethic provided, the satisfaction of academic service users at MTs Darul Huffaz Lampung will decrease.

The Effect of Academic Services and Work Ethic on Customer Satisfaction at MTs Darul Huffaz Lampung

The low quality of academic services is one of the causes of the low quality of education in an institution. In addition to good academic services, the quality of education will also be achieved if academic service officers have a good work ethic. So the need for encouragement or motivation to academic service officers. Motivation is a very important thing to be considered by educational institutions / companies if they want every employee to be able to contribute positively to the achievement of the goals of educational institutions, because with the motivation of an academic service officer will have high enthusiasm in carrying out their duties and responsibilities. The importance of motivation is because motivation is what causes, channels, and supports human behavior so that they want to work hard and enthusiastically to achieve optimal results. The role of officer motivation in academic services is very important because motivation is closely related to work ethic, if motivation is high, the work ethic of academic service officers is also high.

If the quality of academic services is optimal and the work ethic is good, it will create satisfaction of academic service users. Service quality focuses on meeting needs and requirements, as well as on timeliness to meet customer or user expectations. The performance of academic service officers and work ethic has an influence on user satisfaction, which consists of three aspects, namely clarity of tasks or work that is their responsibility, clarity of expected results.

The goal of any marketing or service is to create satisfaction for consumers or users. For example, if consumers or users are satisfied with products and services, users will make repeat purchases. If consumers are not satisfied, they will not make repeat purchases and give a negative reaction by informing family relatives or friends so that the marketing of these products does not reach the target and will cause failure for the company or institution.

MTs Darul Huffaz Lampung is one of the largest and best private madrasahs in Pesawaran Lampung. This is evidenced that MTs Darul Huffaz from year to year there is an increase in the number of students. The increasing number of students from year to year shows the increasing interest of the Lampung community in MTs Darul Huffaz. The level of public trust in educational institutions is certainly driven by various factors, as at MTs Darul Huffaz has a superior program, namely tahfidzil qur'an, in addition to learning religion, students are also equipped with general knowledge so that it becomes the added value of MTs Darul Huffaz. In addition to qualified human resources, of course there are other factors that support. Namely the service factor of MTs Darul Huffaz to the community as consumers or users, thus affecting consumer or user satisfaction.

This study will examine whether there is an influence between the variables of academic service quality and work ethic on the satisfaction of education service users at MTs Darul Huffaz Lampung. Based on the results of the SPSS test, the F_{count} value is 297.866. The test results show

that F_{count} is greater than F_{table} ($297.866 > 3.11$), then H_a is accepted and H_o is rejected. So it can be stated that together or simultaneously there is a significant influence between the quality of academic services and work ethic on user satisfaction at MTs Darul Huffaz Lampung.

Academic service quality and work ethic have a positive influence on user satisfaction at MTs Darul Huffaz Lampung. This means that the better the quality of academic services and the work ethic of the institution provided, the more user satisfaction will increase at MTs Darul Huffaz Lampung. Conversely, the worse the quality of academic services and the ethos of the institution provided, the lower the user satisfaction of educational services at MTs Darul Huffaz Lampung.

The results of the coefficient of determination test obtained an *adjusted R square* value of 0.650. Based on the test results, the magnitude of the ability of the academic service quality variables and work ethic in influencing user satisfaction at MTs Darul Huffaz Lampung in this study is 65.0% while the remaining 35.0% is influenced by other factors, researchers suspect that other factors are quite expensive education costs and burdensome regulations. In this case the researcher did not explain specifically, so the researcher recommends that future researchers who will take research that has a similar theme, are expected to be able to develop research objects with new data sources in order to obtain new and accurate research results.

Overall, this study confirms the importance of academic service quality and work ethic in improving user satisfaction in educational institutions, particularly in MTs Darul Huffaz Lampung. Improving academic service quality, which includes aspects such as facility affordability, reliability, responsiveness, assurance, and empathy, will directly positively affect user satisfaction. Likewise, the role of a high work ethic, which will create a more productive and comfortable educational environment. Therefore, MTs Darul Huffaz Lampung needs to continue to maintain and improve the quality of academic services and work ethic to maintain and increase user satisfaction, which in turn will encourage the sustainability and development of these educational institutions in the future.

This study also identified several factors that may affect user satisfaction other than the quality of academic services and work ethic, such as relatively high tuition fees and restrictive regulations. Therefore, further research needs to be conducted to explore other factors that may play a role in user satisfaction, as well as to develop a more comprehensive research model involving new relevant data and variables.

Conclusion and suggestion

Based on the results of research conducted at MTs Darul Huffaz Lampung, it can be concluded that the quality of academic services and work ethic have a significant influence on user satisfaction of educational services at the institution. The quality of academic services provided, which includes various indicators such as affordability of facilities, reliability, responsiveness, assurance, and empathy, is proven to contribute positively in increasing user satisfaction. The results of statistical tests show that the better the quality of academic services provided, the higher the level of user satisfaction, be it students, parents, or teaching staff.

In addition to the quality of academic services, work ethic also plays a very important role in increasing user satisfaction of education services. The work ethic demonstrated by teaching staff and managers of educational institutions, such as discipline, responsibility and hard work,

has a positive impact on service quality and creates a comfortable and safe environment for users. This study found that a good work ethic can significantly increase user satisfaction, so educational institutions need to pay attention to the work ethic of staff to create a satisfying experience for service users.

Simultaneously, both academic service quality and work ethic contribute significantly to user satisfaction of education services at MTs Darul Huffaz Lampung. The F-test results indicate a strong relationship between these two variables, meaning that they complement each other in creating a positive experience for users. Thus, educational institutions should pay attention to these two aspects simultaneously to ensure optimal user satisfaction, which in turn will support the sustainability and development of the institution.

The coefficient of determination obtained in this study shows that academic service quality and work ethic can explain 65% of the variance in user satisfaction of educational services at MTs Darul Huffaz Lampung. This indicates that although these two factors are very influential, there are still 35% other factors that need to be considered, such as tuition fees and institutional regulations that may affect user satisfaction. Therefore, educational institutions need to further explore and identify other factors that can increase user satisfaction.

Overall, this study confirms the importance of academic service quality and work ethic in improving education service user satisfaction. Therefore, MTs Darul Huffaz Lampung needs to continue to strive to maintain and improve these two factors in order to retain and attract more service users in the future. In addition, further research is expected to explore other factors that influence user satisfaction and develop a more comprehensive research model to improve the quality of education services in other educational institutions.

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