

**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)

IAIN PURWOKERTO

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




IAIN PURWOKERTO

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).

Examiner I/ Chairman of the
session/ Supervisor,



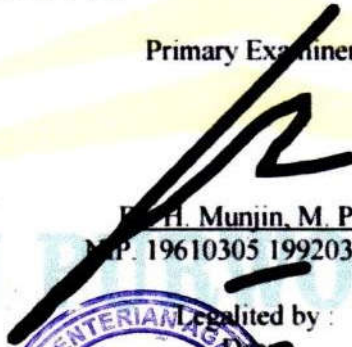
Dr. Suparjo M.A
NIP. 1973717 199903 1 001

Examiner II/ Secretary of the
Assembly,



Muflihah S.S., M.Pd
NIP. 19720923 200003 2 001

Primary Examiner,



H. Munjin, M. Pd. I
NIP. 19610305 199203 1 003

Finalized by :



Dr. H. Saiful M. Ag
NIP. 19710423 199903 1 002

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
Israelatul 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 Wabarakatuh

Purwokerto, 15th of May 2020
Supervisor,



Dr. Suparjo. M.A
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 realized 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 suggestions from the customer to 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*

MOTTO

Talk Less Do More

Our parents are the greatest gift in a life

Patience is needed when you want to achieve a success



DEDICATION

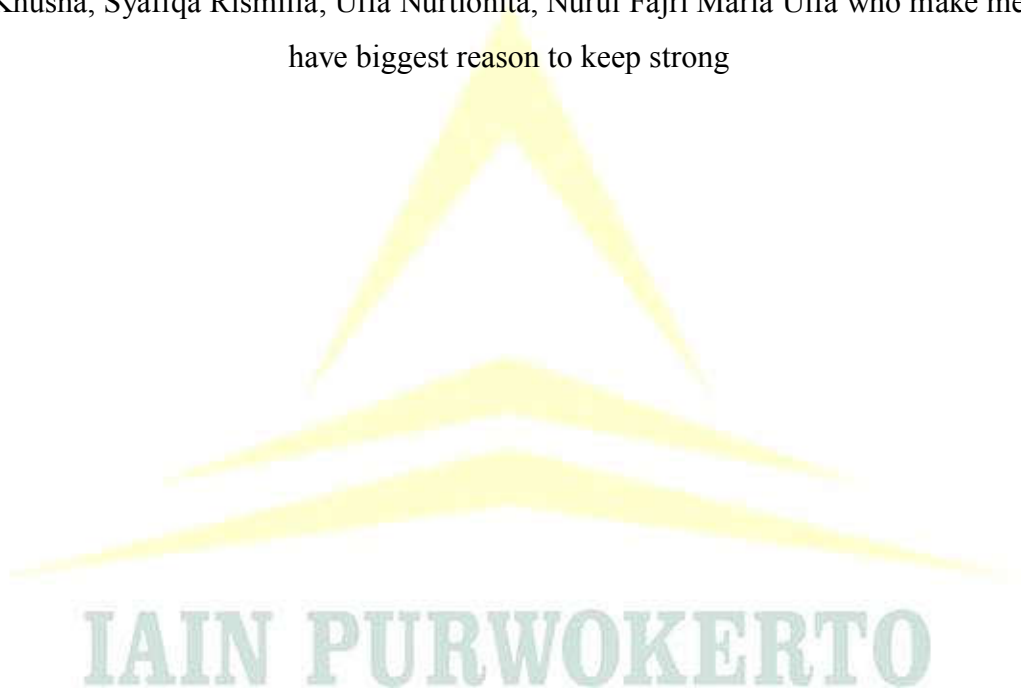
I dedication this thesis to:

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



ACKNOWLEDGMENTS

First of all, the researcher would like to express her praise to God Allah SWT cause of his blessing and mercies so everything can be performance well such as this research. If god willing everything that we have done will be useful in our life. Secondly, researcher never forget to convey sholawat and salam always be given to the last messenger of Allah, our prophet Muhammad SAW, who has guided us from the bad character to the good one. Alhamdulillah researcher finally could finish the thesis titled The Strategy of Excellent Service to Increase Customer Satisfaction in Bimbingan Belajar Rumah Pintar Solusi Purwokerto.

The researcher would like to express gratitude to this following people that have inspired and even invited their time to help finish this thesis.

1. Dr. H. Moh. Roqib., M. Ag., the Rector of State Institute of Islamic Studies Purwokerto
2. Dr. H. Suwito, M. Ag, the Dean of Faculty of Tarbiya and Teacher Training in State Institute of Islamic Studies Purwokerto
3. Dr. Suparjo, M.A., as the First Vice Dean of tarbiya and Teacher Training in State Institute of Islamic Studies Purwokerto and Thesis Supervisor that has guide me in finishing this thesis
4. Dr. Subur, M. Ag., the Second Vice Dean of tarbiya and Teacher Training in State Institute of Islamic Studies Purwokerto.
5. 5. Dr. Sumiarti, M. Ag., the third Vice Dean of tarbiya and Teacher Training in State Institute of Islamic Studies Purwokerto.
6. Rahman Afandi, the Chief of Management of Islamic Education Program and the Secretary, Dr. Novan Ardy wiyani., M.Pd., as the Secretary of Major Management of Islamic Education in State Institute of Islamic Studies Purwokerto
7. Alief Budiyo S.Psi., M.Pd., the Advisor of ADIKSI in State Institute of Islamic Studies Purwokerto.
8. All lecture and staffs administration in State Institute of Islamic Studies Purwokerto.

9. Mr. Agus Priyambodo S.T., Leader of Bimbingan Belajar Rumah Pintar Solusi who has allowed me to research in that institution.
 10. Mrs. Tri Yuli Noviani, Manager of Bimbingan Belajar Rumah Pintar Solusi who always helped me to get many information.
 11. The writer's family, my great father Ali Maskuri, my beloved mother Fatimah, my young brother Iqbal Nur Iskandar, and all of my big family. Thanks for their love, care, pray, support and motivation.
 12. Friends of MPI A 2016.
 13. Family of ADIKSI 2016.
 14. Big family of EASA, ADIKSI, and PIQSI. Especially Mr. Enjang Burhanudin Yusuf.
 15. Big family of Dormitory IAIN Purwokerto 2017/2018, especially Mrs. Windhariyati Diyah Kusumawati., Ustadzah Mulihatul fatihah., M.Pd. and Mrs. Diana Rosita Anggraini.
 16. Mr Trisno and his family. Thanks for their attention and care.
 17. Putri's Cost, Anis, Ismi, Via, Fika, Hera, Leli and Neli. Thanks for their wonderful time
 18. Lovely friend, Kuni and Seli. Thank you for the wonderful time you all have passed togehter.
 19. All my friends from Elementary, Junior high school and senior high school thank you for supporting me.
- 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.

TABLE OF CONTENT

PAGE OF TITLE	i
PAGE OF STATEMENT OF ORIGINALITY	ii
PAGE OF ENDORSEMENT	iii
PAGE OF OFFICIAL MEMORANDIUM OF SUPERVISOR	iv
ABSTRACT	v
PAGE OF MOTTO	vi
PAGE OF DEDICATION	vii
PAGE ACKNOWLEDGMENTS	viii
TABLE OF CONTENT	ix
LIST OF TABLE	x
LIST OF CHART	xii
LIST OF APPENDIX	xii
CHAPTER I INTRODUCTION	
A. Background of The Problem	1
B. Operational Definition	3
C. Problem Statement	5
D. Aim and Benefits of Study	6
E. Literature Review	7
F. Systematic of Writing	8
CHAPTER II BASIC THEORY	
A. Strategy of Excellent Service	9
1. Definition Strategy of Excellent Service.....	9
2. Purposes of Excellent Service	11
3. Functions of Excellent Service.....	11
4. The benefits of applying excellent service are	12
5. Indicators of Excellent Service	12
6. Principle of Excellent Service	14
7. Characteristics of Excellent Service.....	17
8. The Strategy to Realize Excellent Service	16

9. The Resistance in Excellent Service	17
B. Customer Satisfaction	18
1. Definition of Customer Satisfaction.....	18
2. The Manner to Determine Customer Satisfaction.....	19
3. Characteristic of Customer Satisfaction.....	21
4. Types of Customer Satisfaction and Customer Dissatisfaction	21
5. The factors influenced customer satisfaction.....	23
C. Bimbingan Belajar Rumah Pintar Solusi	24

CHAPTER III RESEARCH METHOD

A. Research Method.....	25
B. Research Types	26
C. Research Sites and Times.....	27
D. Research Subject and Object.....	27
E. Data collection technique	28
F. Technique of Analysis Data	31

CHAPTER IV RESEARCH REPORT RESULT

A. General description of Bimbingan Belajar Rumah Pintar Solusi Purwokerto	35
1. History of establishment of Bimbingan Belajar Rumah Pintar Solusi purwokerto	35
2. The Motto of Bimbingan Belajar Rumah Pintar Solusi	35
3. The Purposes of Bimbingan Belajar Rumah Pintar Solusi	35
4. Organizational Structure	36
5. Study Program.....	37
6. Student Condition.....	38
7. A Teacher	38
8. Facilities	39
9. Output student from Rumah Pintar Solusi	41
B. Description of Research Data.....	43
1. Service available.....	43
2. The facilities that support excellent service	48

3. The strategy to realize excellent service.....	49
4. Analysis of customer Satisfaction in Bimbingan Belajar Rumah Pintar Solusi	51

CHAPTER V CLOSING

A. Conclusion.....	57
B. Suggestion	58
C. Closing Words.....	58

BIBLIOGRAPHY

APPENDICS

CURRICULUM VITAE



LIST OF TABLE

Table 1. Teacher Name	38
Table 2. Facilities	39
Table 3. Achievement	40



LIST OF CHART

Chart 1. Organizational structure	35
Chart 2. Class and Subject	36
Chart 3. Customer Satisfaction Model	48



LIST OF APPENDICES

1. Interview Guidelines
2. Interview Result
3. Observation and Documentation Guidelines
4. Documentation
5. The Official Letter of Research Conduction
6. The Official Letter of School Research
7. The Purpose Letter of Thesis Title Agreement
8. The Official Letter of Thesis Proposal Seminar
9. The Letter of Comprehensive Examination
10. The Letter of Thesis Guidance
11. The Recommendation Letter of Thesis Examination
12. The Letter of Library Donation
13. Certificate of BTA and PPI
14. Certificate of Arabic Language Development
15. Certificate of English Language Development
16. Certificate of Computer
17. Certificate of KKN



IAIN PURWOKERTO

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/download/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 through 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 actions 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 Rangkyu, *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 Pintar 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.
- 2) 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 loyalty. 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 sub-chapters. 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.

IAIN PURWOKERTO

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 Loyalty. 2018, Vol. XVII, No. 1, V, accessed on 17th October 2019, at 11.16 am WIB.

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.



BIBLIOGRAPHY

- Aisyah, Siti. 2015. *Perkembangan Peserta Didik dan Bimbingan Belajar*. Yogyakarta: Deepublish.
- Alsa, Asmadi. 2003. *Pendekatan Kuantitatif dan Kualitatif serta Kombinasinya dalam Penelitian Psikologi Satu Uraian Singkat dan Contoh Berbagai Tipe Penelitian*. Yogyakarta: Pustaka Pelajar.
- Asmara Indahingwati, *Kepuasan Konsumen pada Kualitas Layanan SIM Keliling* (Surabaya : Jakad Publishing, 2019), p. 5.
- Asmina et.al. 2020. Examining The Relationship Between Service Excellence and Customer Delight: Mediating Role Of Customer Satisfaction, <file:///D:/MPI/FILE%20SKRIPSI/download/bab%201..pdf> accessed on 10 January 2020.
- Atep Adya Barata. 2003. *Dasar-Dasar Pelayanan Prima*. Jakarta: PT Elex Media Komputindo.
- Atmowardoyo, Haryanto. 2018. 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.
- Aziz. 2020. Teacher of Rumah Pintar Solusi, interview, on 1st of May 2020.
- Baker, Julie. 1998. Exploring internal customer service quality *Journal of Bussiness & industrial marketing*, vol. 13 no. 4/5.
- Budiningrum, Widda. 2020. Teacher of Rumah Pintar Solusi, interview, on 3rd of May.
- Bungin, Burhan. 2011. *Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya*. Jakarta: Kencana.
- Cohen, Louis at. all. 2005. *Research Method in Education*. New York: Routledge Falmer.
- Daryanto and Ismanto Setyobudi. 2014. *Konsumen dan Pelayanan Prima*. Yogyakarta: Gava Media.
- Dewantara, Yaga. 2020. Alumni of Rumah Pintar Solusi, interview, on 5st of May 2020.

- Dewi, Citra Paramita et al. 2019. "Pengaruh Service Excellent, Brand Image and Product Quality Terhadap Customer Satisfaction Pakaian Muslim Mayang lumajang", *Jurnal Riset Manajemen*. Vol. 2, No. 1, accessed on 16th October 2019, at 2.58 am WIB.
- Dwi Andriani, Evita. 2020. Student of Rumah Pintar Solusi, interview, on 1st of Mei 2020.
- Firmansyah. 2016. Strategi Pelayanan Prima (SPP) Untuk Kepentingan Serta Kepuasan Pelanggan dan Masyarakat, *Journal of Ilmiah Widya*, Vol. 3, No. 4.
- Gendis. Student of Rumah Pintar Solusi, interview, on 4th April 2020.
- Haming, Murdifin and Mahmud Nurnajamudin. 2007. *Manajemen Produksi Modern: Operasi Manufaktur dan Jasa*. Jakarta: Bumi Aksara.
- Hanasini. 2016. 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.
- Hasanah, Hashim. 2016. "Teknik-Teknik Observasi", *Jurnal At-Taqaddum*. Vol. 8, No.1 Accessed on 16th Oktober 2019, at 1:11 WIB.
- Heizer, Jay, et al. 2017. *Operations Management Sustainability and Supply Chain Management*. England: Pearson Education.
- Herdiansyah, Haris. 2014. *Metodologi Penelitian Kualitatif: Untuk Ilmu-ilmu Sosial*. Jakarta: Salemba Humanika.
- Irfan Andi Muhammad. 2018. "Pengaruh Kualitas Pelayanan, Harga, dan fasilitas Yang diberikan Kenari *Waterpark* Bontang Terhadap Tingkat Kepuasan Pelanggan", *Jurnal Al-Infaq: Ekonomi Islam*. Vol. 9, No. 2, accessed on 16th October 2019, at 1: 40 am WIB.
- J. Moeloeng, Lexy. 2013. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Kasmir. 2011. *Etika Customer Service*. Jakarta: Rajawali Pers.
- Krisna Nugroho, Edwin et al. 2018. Analysis The Effect of Service Quality, Price Advantages, and Marketer's Behavioral Towards Customer Satisfaction in Order to Increase Customer Loyalty. Vol. XVII, No. 1, V, accessed on 17th October 2019, at 11.16 am WIB.
- Maryam, one of public, interview, on 5th of Mei 2020

- Marzuki, M. Saleh. 2010. *Pendidikan Nonformal: Dimensi dalam Keaksaraan Fungsional, Pelatihan dan Andragogi*. Bandung: Remaja Rosdakarya.
- Novi Yuliani, Novi. 2019. manager of Rumah Pintar Solusi, interview, on 14th October 2019.
- Nurlia. 2018. Strategy Pelayanan Prima dengan Konsep Service Excellent in *Meraja Journal*. Vol.1, No. 2, June 2018. Stia Al Ghazali Baru.
- Paramita Dewi, Citra et al. 2019. “Pengaruh Service Excellent, Brand Image and Product Quality Terhadap Customer Satisfaction Pakaian Muslim Mayang lumajang”, *Jurnal Riset Manajemen*. Vol. 2, No. 1, accessed on 16th October 2019, at 2.58 am WIB.
- Queiros, Andre etc. 2017. Strengths and Limitations of Qualitative and Quantitative Research Methods *European Journal of Education Studies*, Vol. 3. Issue 9. Portugal.
- Rachmat. 2014. *Manajemen Strategik*. Bandung: Pustaka Setia.
- Rahmayanty, Nina. 2010. *Manajemen Pelayanan Prima*. Yogyakarta: Graha Ilmu.
- Rangkuty, Fredy. 2017. *Customer Care Excellence: Meningkatkan Kinerja Perusahaan Melalui Pelayanan Prima*. Jakarta: Gramedia Pustaka Utama.
- Rumah Pintar Solusi Documentary, on 3rd March 2020.
- Sri Yuniarti, Vinna. 2015. *Perilaku Konsumen: Teori dan Praktik*. Bandung: Pustaka Setia.
- Sugiono. 2018. *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Suminar, Ratna, 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.
- Suryabrata, Sumadi. 2011. *Metodologi Penelitian*. Jakarta: Rajagrafindo Persada.
- Szwarc, Paul. 2005. *Researching Customer Satisfaction and Loyalty: How to Find What People Really Think*. Great Britain & United State: Kogan Page Limited.
- Theo Gilbert-Jamison. 2005. *The Six Principles of Service Excellence*. USA Bloomington, Indiana : Author House.

- Tjiptono, Fandy and Anastasia Diana. 2000. *Total Quality Management*. Yogyakarta: Andi Offset.
- Tjiptono, Fandy. 2006. *Manajemen Jasa*. Yogyakarta: Andi Offset.
- W. Creswell, John. 2012. *Educational Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research*. Boston: Pearson.
- Wachid, Abdul , and Heru Kurniawan. 2017. *Kemahiran Berbahasa Indonesia*. Yogyakarta: Cinta Buku.
- Woolsey, Lorette K. 1986. The Critical Incident Technique: An Innovative Qualitative Method of Research, *Canadian Journal of Concelling: The University of british Columbia*. Vol. 20. no. 4.246.
- Yunanto, Muhammad et al. 2012. “Responsibilities and Excellent Service on Customer Satisfaction: Case Study of DKI Islamic Bank”, *International Conference on Management Education Innovation*. Vol.37, accessed on 17th October 2019, at 11.04 am WIB



IAIN PURWOKERTO