

Enhancement Quality Service of Secretariat Employees Through Service Excellent Training

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ABSTRACT

Purpose - The community service aim to give understanding and practice on excellent service for employee at secretariat parishes, schools and foundations

Methods - The methods of the community service is a participatory training by lectures and simulation of excellent service.

Result and discussions – The participants of the community service are very enthusiastic. In general, participants understand and can simulate excellent service seriously. Participants feel comfortable and happy because they can simulate excellent service in the right ways.

Conclusion – Training went very well, participants understand the concept of excellent service and the importance to give excellent service, even while they are facing time limitation. In the future, employees at secretariat need to be continuously refreshed about excellent service and practice of excellent service.

Keywords: *excellent service, service, secretariat, school, parish*

INTRODUCTION

The Duties of Secretariat In Common

The word “secretarial” refers to every activities carried out by “secretariat”. Secretariat itself refers to several definitions: (1) office or position a secretary, (2) office or the place where the secretary do his/her job, (3) employee or unit of an organization headed by a secretary, and (4) employee or a group of secretary. Secretarial administration is activities relate to administrate management resource, physical or non-physical, by facilitating various services in order to support the main business of an organization.

Any institutions must have vision, mission, and goals to be pursued through their employees. In common, employees placed in front or back office in the institutions affiliated with the Catholic religion, such as school, parish or Foundation to serve the need of stakeholders administrative documents are called “secretariat employees”. The main duties of secretariat are managing financial budgeting in the unit, managing equipment and procurements in the unit, managing housekeeping personnels in the unit, and other administrative duties. They also arrange work activity planning in the early year, implementing the planning in the whole year, and evaluate-reporting the implementation of planning in the end of the year.

Parish Secretariat, Foundation Secretariat, and School Secretariat

“Parish Secretariat” serves the parish priest necessities in providing the necessary data, materials, records, documentation and archives for pastoral care for people. The role of “Parish Secretariat” is quite vital in the pastoral work of the church, especially those concerning administration, documentation and secretarial (correspondence) print and electronic, invitations, and scheduling). Its roles are expediting and facilitating pastoral care of priests and parish pastoral councils. “Parish Secretariat” is also known as a "door" for people and parties outside parish to interact, communicate and coordinate with party related. The matter starts from registration reception sacraments (Marriage, Baptism, Confirmation), receiving and filing invitations and various proposals, as well as serving various needs of people for ministry in the church. “Parish Secretariats” bear function of “public relations” (relationship community) as first contact party with party outside church and weave relation public. In a day, “Parish Secretariat” can accept dozens of phone calls to ask many things. Unsurprisingly, “a friendly and welcoming church” first of all is represented by the secretariat parish services.

“Foundation Secretariat” is a secretariat that serves the other Foundation employees (including the President of Foundation) to: (1) Doing secretarial duties including operating foundation policy that has been set, (2) Making notes at foundation meetings, (3) Documenting and archiving incoming mails, (4) Documenting and archiving outgoing mails, (5) Scheduling foundation president’s meeting, (6) Scheduling reception of visits to the foundation, (7) Communicating with related parties, (8) Organizing the Foundation administration, (9) Supporting President and Vice President of the Foundation, (10) Making necessary administrative decisions to help the Foundation President to take strategic decisions, (11) Giving solutions to chairman and foundation if there is a problem to be solved, (12) With Foundation Treasurer, managing logistics, (13) Arranging management, maintenance and inventory goods owned by the Foundation, and (14) Responsible to implement daily operational activities of the Foundation

“School Secretariat” is part of school organization that supports the operation of the school. “School Secretariat” is an organization unit that implements suite office activities and other assistances to support school achieving its goals. Their main duties is to provide administrative documents needed by students, partners, and other stakeholders. “School Secretariat” led by head of the secretariat and responsible to head of the unit in the school (head of department, or head of Faculty, or head of bureau, etc).

The Importances of Excellent Service Among Secretariat Employees

Secretariat of parishes, foundations and schools serve teachers, students, parents, people and the community, therefore they need to understand the concept of service excellence and having skills to implement the service excellence. Service is activities to help and give satisfaction to parties served in fulfilling their needs. Basically service is activities offered by the organization or individual to other parties.

According to Kotler (2008:83), service is every action or activities that can be offered by one party to the other party that basically intangible and not result in ownership. According to Tjiptono (2012:4), service can be defined as a system consisting of two main components, i.e. service activities that unseen by the customer (called back office service) and the usual service activities visible by customer (called front office service). Service is an interaction activity between customers (consume services) and producers (produce or provide services). Therefore the

secretariat employees need to understand the concept of service excellence and must have sufficient skills to implement the service excellence.

Excellent service literally means best or very good services accordance to standard service applied by service provider or owned agency give service (Mukarom and Laksana, 2018). According to Semil in (Wildan and Sumarsono, 2018) best services in English do not referred to “premium service”, but referred to “excellent service” (superior service or the best service), or “service excellence” (service with good quality). According to Suwithi in (Frimayasa, 2017) excellent service is the best service provided to customer, or internal customers and external based on service standards and procedures. According to (Rangkuti, 2017) excellent service is service that best in fulfilling hopes and needs of customer. In other words, excellent service is service that meets standard quality already determined.

According to (Firmansyah, 2016) excellent service is good service that satisfying customer or public or other stakeholder of an organization; the effort to fulfill needs; prepare, take care of what is needed excellently, so the customer get something beyond their expectation.

Excellent service is a sense of concern of a company to the customers with the orientation to enhance profit (for profit-oriented company). For non-profit organization, such as government institution, excellent service is an attitude to serve shown by actual attention and action, with the orientation to give public sense of secure and comfort. For business institutions that provide service, excellent service is one of the key to satisfy the customers so that they will get new customer or maintain old customers.

Successful organizations that gaining customer trust, automatically will get loyal customers that potentially will become regular customers. Regular customers potentially become the most effective promotional media in bringing new customers. Based on description above, it is important for employees at the secretariat to have regular training on excellent service.

METHOD

This community service conducted offline, and done with strictly health protocol due to Covid-19 pandemic. The program is scheduled for 2 days, and can be seen in Table 1.

Table 1. Training Events

No	Day Date and Time	Theory Training
	Thursday, July 14, 2022	
1	16.00-18.00	Excellent Service Concept- Attention and Action
2	18.00-19.30	Purpose and Function of Excellent Service
3	19.30-21.00	Service in Practice
	Friday, July 15, 2022	
4	08.00-10.00	Practice Excellent Service- Simulation By group
5	10.00-12.00	Evaluation and Reflection

The activities of the program are lectures and practice method. Lectures conducted by combined with question and answer, so will make participants become active. We also use media

that helps activity and request participant with using interesting media. The atmosphere of the training can be seen in Figure 1.

Figure 1. Atmosphere of Training



Other media we use is video presentation featuring example of service excellent application. After the lectures, participants are asked to do simulation in doing service, for example how to greet customers and how to handle customer complaints.

Figure 2. Video How To Greet Customer



Figure 3. Video How To Handle Customer Complaint



RESULTS AND DISCUSSION

The first day of training

Training started with the explanation of excellent service concept: (1) Excellent service is a kind of maximum service by a company or institution to increase customer trust, (2) There are many types of excellent service, depend on type of services provided by the institution, (3) The focus of profit-oriented organization is to enhanced profit by (for example) continuously improve product quality. While for non-profit organization such as school, the focus of excellent service is to maximum service to satisfy customer (students, Faculty member, and other stakeholders), (4) service excellent is the best service that exceeds or surpasses the services provided by other organization or from the past services.

Participants are also explained about two type service: direct and indirect services that are no directly, with the examples of those two service types. The participants then asked to indentify their daily services, such as preparing administrative documents (research permission letter, certificate of seminar attendance, etc) and letter of announcement.

Participants are requested to identify customer (which are students, teachers/lecturers, parents, and other stakeholders) and their service wanted. Next training activity, participants learn tips in giving excellent service, for example:

1. Give Friendly Greetings

One easy way to give service excellent is greet customers. So, there must be at least one secretariat employee at front office to welcome customer and greet them.

2. Give Time Limit

How to make customer satisfied and happy is by giving them time limit for waiting the services. For example, the maximum time needed to process research permission letter is 1 hour. The time limit must be informed to the customers, or it can be written in the form of standard operating procedure.

3. Responsive and Reactive

Do not make customer wait too long when need something. It can be avoided with clear and detail jobs description and clear tasks for everyone.

4. Do Survey and Evaluation

To identify whether services provided already satisfying or not yet, conduct a survey to customers. It can be conducted when customer interact with secretariat employee during waiting the service process or after the service is done. Collect the results of the survey so it could be identified what kind of service (or service process) that perceived “excellent” or “bad” by customers, and what kind of efforts to increase the quality of services.

5. Physical Appearance

Physical appearance (good speech, attractive appearance) is very important in providing best service to customers because good physical appearance could convince customer that organization really respect the customers.

6. Willingness to Serve

Employee must serve the customers professionally and passionately.

7. Knowledge and Skills

In order to serve excellently, employee must have knowledge and skills that are needed in the field they work on. For example, a secretariat employee who responsible for preparing data analysis should have computational and computer skills.

8. On Time and Promise

Secretariat employee must fulfill his/her promise to customers, for example the process to provide certificate has to be 1 day if secretariat employee promise to the customer will be process the certificate in 1 day.

9. Honesty and Trust

In doing service, secretariat employee must be honest; honest based on the rules, honest on charging administrative fee, and honest in completing service just in time.

10. Efficient

Service to public or customer must efficient and effective, because it is customer demand. So that could produce cost cheap, short time and precise, and results from quality service. Efficient and effective must be realized and must be a concern serious in service.

11. Legal certainty

If the result of service performed to customer in the form of decision, then it must have legal certainty to minimize the legal conflict.

12. Openness

Openness attitude will effect on clarity information to public or customer.

13. The Cost of Service

It is necessary to determine reasonable service cost. That cost must customized with society purchasing power, must transparent and appropriate

14. Not Racial

Service can't discriminate race, ethnicity, religion and politics.

15. Simplicity

Service procedure must be easy to understand and do not convoluted in its implementation.

The training activity at the end of the first day is question and answer session, so that secretariat employee will have comprehensive understanding about excellent service concept, the

purpose and function of excellent service. The participants also watching videos of how service excellent is done (give greetings and respond complaint).

The second day of training

In the second day of training, participants simulate how to do excellent service in group. Two simulated activities are done:

1. To do simulation in greeting customers.
2. To do simulation in giving response on complaint on service.

Figure 4. The Joy of Participants After Successful Simulation



The final activity of the program is evaluation and reflection. 19 participants requested to give opinion based on 8 statement. They are gives 5 choices answer in each statement, ranging from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). The average scores of each statements are 3.40 – 4.19, and classified as “good”. Table 2 shows the statements and the classification (category) of the participant statements.

Table 2. Training Success Indicators

Statement	Category
Understand about excellent service	good
Have awareness the importance of best service	good
Understand the goals of excellent service	good
Understand the function of excellent service	good
Have desire to always give the best service	good
Have awareness that best service will influence the reputation of institution	good
Feel happy to do the best service	good
Feel satisfied to do the best service	good

From table 2 it can be seen that all participants have good understanding and intentions to do excellent service. In addition to the activities above, participants also explained their choices, for example explaining why they agreed, because they felt that this training was able to refresh their understanding of the best service. In addition, it also shares the attitudes that must be possessed in order to be able to provide service excellent, which is revealed, for example, humility, patience and compassion.

CONCLUSION

Based on the program on the community service and the interaction among participants, it can be concluded that the awareness of all participants to enhance service excellent is fulfilled. We suggest, for the next training, the material should be given are:

1. Review more videos with more example of excellent service.
2. Video recording on excellent service simulation is required, so participants could respond to simulation video and give comment or advice to other participants.

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