

ABSTRAK

Muthia Adlina. NIM. 210101050644. *Kualitas Layanan Sekolah dengan Metode Servqual di SMA Negeri 1 Gambut Kabupaten Banjar.* Pembimbing Skripsi Dr. Ahmad Salabi, S.Ag., M.Pd, pada Program Studi Manajemen Pendidikan Islam Fakultas Tarbiyah dan Keguruan UIN Antasari Banjarmasin. 2025.

Kata Kunci: Kualitas, Layanan Sekolah, *Servqual*

Kualitas layanan sekolah menjadi faktor penting dalam menciptakan kepuasan siswa serta mendukung reputasi dan keberlanjutan institusi pendidikan. Namun, pada kenyataannya masih ditemukan kesenjangan antara harapan dan kenyataan yang dirasakan oleh siswa di sekolah, termasuk di SMA Negeri 1 Gambut. Penelitian ini bertujuan untuk mengetahui bagaimana kualitas layanan sekolah berdasarkan lima dimensi *Servqual*, yaitu *reliability*, *responsiveness*, *assurance*, *empathy*, dan *tangible*.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi, dan angket. Subjek penelitian meliputi kepala sekolah, guru, siswa, dan orang tua siswa yang dipilih menggunakan teknik *convenience sampling*. Data dianalisis melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, serta diuji keabsahannya melalui triangulasi sumber.

Hasil penelitian menunjukkan bahwa secara umum kualitas layanan sekolah di SMA Negeri 1 Gambut berada dalam kategori baik. Dimensi keandalan dan daya tanggap menunjukkan kinerja yang cukup memuaskan, terutama dalam pelaksanaan kegiatan belajar mengajar. Dimensi jaminan dan empati mencerminkan interaksi positif antara guru dan siswa. Sementara itu, pada dimensi bukti fisik ditemukan bahwa fasilitas sekolah cukup memadai, namun masih terdapat beberapa aspek yang perlu ditingkatkan, seperti sarana pembelajaran dan area parkir. Melalui evaluasi dengan metode *Servqual* ini, sekolah dapat mengidentifikasi area yang perlu diperbaiki guna meningkatkan kualitas layanan secara berkelanjutan.

ABSTRACT

Muthia Adlina. NIM. 210101050644. *School Service Quality with Servqual Method at SMA Negeri 1 Gambut Kabupaten Banjar. Thesis, Supervisor Dr. Ahmad Salabi, S.Ag., M.Pd. at the Islamic Education and Keguruan, UIN ANtasari Banjarmasin, 2025.*

Keywords: Quality, School Services, Servqual

The quality of school services is an important factor in creating student satisfaction and supporting the reputation and sustainability of educational institutions. However, in reality there is still a gap between expectations and the reality felt by students in schools, including at SMA Negeri 1 Gambut. This study aims to determine the quality of school services based on five dimensions of Servqual, namely reliability, responsiveness, assurance, empathy, and tangible.

This study uses a descriptive qualitative approach with data collection techniques through observation, interviews, documentation, and questionnaires. The subjects of the study included principals, teachers, students, and parents of students selected using convenience sampling techniques. Data were analyzed through the stages of data reduction, data presentation, and drawing conclusions, and their validity was tested through source triangulation.

The results of the study indicate that in general the quality of school services at SMA Negeri 1 Gambut is in the good category. The dimensions of reliability and responsiveness show quite satisfactory performance, especially in the implementation of teaching and learning activities. The dimensions of assurance and empathy reflect positive interactions between teachers and students, although improvements are still needed in the non-academic service aspect. Meanwhile, in the physical evidence dimension, it was found that school facilities were quite adequate, but there were still several aspects that needed to be improved, such as learning facilities and parking areas. Through evaluation using the Servqual method, schools can identify areas that need to be improved in order to improve service quality sustainably.