

The Effect of the Implementation of the New Student Admission Policy Based on the Zoning System on the Quality of Education Services at SMAN 1 Luwu Timur

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ABSTRACT. This study aims to determine the effect of the implementation of the new student admission policy based on the zoning system on the quality of education services at SMAN 1 Luwu Timur. The study used a mixed-method with survey research type. There were 88 people as samples. The samples were taken using random sampling and purposive sampling. The data were analyzed using simple linear regression analysis technique. The results of this study indicate that the analysis of the policy implementation variable falls into the "very good" category and the service quality falls into the "good" category. Based on the results of the simple linear regression test, it shows that the variable implementation of the new student admission policy based on the zoning system has an effect of 54.6% on the quality of education services at SMAN 1 Luwu Timur. From the analysis, it can be concluded that the higher of the policy implementation, the higher the service quality, conversely, the lower of the policy implementation, the lower the service quality.

Keywords: *influence, policy implementation, service quality.*

1. INTRODUCTION

Public policy is a series of actions established by the government in the form of rules to regulate life together and are binding for all citizens without exception. Every policy proposed by the government aims to overcome obstacles or difficulties experienced by the public.

To achieve the objectives of public policy, what needs to be done is to compile the stages of public policy. These public policy stages are carried out so that the policies made by the government can achieve the expected goals. One of the stages of public policy in question is policy implementation because the implementation of the policy will affect service quality.

Policy implementation is an actualization of education policy that occurs concretely in the field. This shows that policy implementation is an important aspect of the entire policy process (Mustari, 2013). The implementation of this policy must be done because the problems formulated in the formulation of a policy require problem-solving through action (Nida & Hariyati, 2019). Actual policy implementation is not only limited to a mechanism for translating political decisions into routine procedures through bureaucratic channels but concerning conflicts, namely with whom and

obtaining what in a policy, even in policy implementation is something very important, possibly much important than a policy formulation (Grindle, 2017). It can be concluded that policy implementation is one very important measure of the success of a policy as a solution to public problems (problem-solving).

One of the public policies referred to is the policy of admitting new students based on the zoning system issued by the Ministry of Education and Culture (Kemendikbud). The regulations for the admission of new students based on the zoning system are stated in article 11 of the Ministry of Culture and Culture Regulation Number 44 of 2019, that is, schools require new students who are domiciled in the radius closest to the school as seen based on the domicile address on the family card issued no later than 1 year before the new student admission regulations period. Then this zoning system regulation was established for schools at the SD, SMP, and SMA/SMK levels. The purpose of the New Student Admissions (PPDB) policy is to ensure an equal distribution of access to educational services for students, bringing the school environment closer to the family environment, eliminating all forms of exclusivity and discrimination in schools, especially public

schools, and assisting in the analysis of the needs and distribution of teachers.

The admission of new students (PPDB) based on the zoning system is a policy that has been running since 2017. This is intended for equality in the quality of education which is expected to be able to eliminate the term superior school or favorite school (Wahyuni, 2018: 14). But in reality, the implementation of the new student admission policy (PPDB) based on the zoning system led to protests from various regions (www.cnnindonesia.com).

Based on the implementation of the zoning system policy that has been carried out by the Ministry of Education and Culture, it is known that local governments do not first calculate the number of needs in determining to the zone. Then many prospective students were found whose house was close to the school that did not qualify, while students whose house was far away were accepted (www.bbc.com). The implementation of this policy has also caused misunderstanding and protest attitudes from the community, especially from parents of students in South Sulawesi (<http://seruji.co.id>). This happens because the quality of services provided by the government has not been maximized due to the lack of socialization regarding the provision of understanding regarding the policy to the public.

Service quality is an adjustment to the details where service quality is seen as the degree of excellence to be achieved, continuous control is carried out in achieving this advantage to meet the needs of service users (Duaji, 2013: 33). Quality service can be carried out with the concept of wholehearted service (initiated by Patricia Patton), which is something that comes from oneself that reflects character, emotions, points of view, values, and beliefs. Therefore, service providers are required to provide a service to service users wholeheartedly (Sinambela et al, 2010: 8). In this case, service quality is a measure of how well the level of service provided is under customer expectations (Tjiptono and Chandra, 2005). Based on several opinions that have been put forward by these experts, it can be concluded that service quality is the advantage of the level of service provided to achieve service user satisfaction.

Regarding the implementation of the new student admission policy (PPDB) based on the zoning system, SMAN 1 Luwu Timur makes it one of the main benchmarks to provide the best quality educational services.

Based on the results of preliminary observations, the researcher found that the implementation of the new student admission policy (PPDB) based on the zoning system caused several

problems, namely the lack of even socialization carried out by the Luwu Timur Region XII Provincial Education Office Branch. As happened at SMAN 1 Luwu Timur, some parents/guardians and prospective students must be willing to come to school early in the morning to get the first queue number before registration for new student admissions (PPDB) is opened. Even though the new student admissions registration selection (PPDB) has been carried out online with the distance from home to school as the main requirement. The variety of information received by the community and unequal socialization confuses, especially that felt by prospective students and their parents/guardians. Besides, the socialization that was carried out was also less effective because of the different levels of understanding of the students' parents/guardians. Where there are still many parents/guardians of prospective students who have a low level of understanding of the technical instructions (juknis) of new student admissions based on the zoning system. This is influenced by the low level of education so that it requires a fairly long process to provide understanding to the parents/guardians of these students. There are still many parents/guardians of prospective students who have a low level of understanding of the technical instructions (juknis) of new student admissions based on the zoning system. This is influenced by the low level of education so that it requires a fairly long process to provide understanding to the parents/guardians of these students. There are still many parents/guardians of prospective students who have a low level of understanding of the technical instructions (juknis) of new student admissions based on the zoning system. This is influenced by the low level of education so that it requires a fairly long process to provide understanding to the parents/guardians of these students.

In its implementation, the new student admission policy (PPDB) based on this zoning system caused disappointment and protests from parents/guardians of prospective students because their children could not be accepted at SMAN 1 Luwu Timur even though the house was closer to the intended school. Meanwhile, there were students whose houses were farther away who were accepted at SMAN 1 Luwu Timur. Besides, the parents/guardians of prospective students are also increasingly disappointed because the committee for receiving new student registration for SMAN 1 Luwu Timur sees distance only through applications, which are not suitable. After all, in that application, the distance is always exaggerated so that many prospective students do not escape because the distance between the house and the intended school was very far.

Based on the background description that has been stated above, the researcher is interested in raising the title of the study, namely 'The Effect of the Implementation of the New Student Admissions Policy Based on the Zoning System on the Quality of Education Services at SMAN 1 Luwu Timur, Luwu Timur Regency'.

The study aimed; 1) to determine the implementation of the new student admission policy based on the zoning system at SMAN 1 Luwu Timur, 2) to determine the quality of education services at SMAN 1 Luwu Timur, 3) to determine the effect of the implementation of the new student admission policy based on the zoning system on the quality of educational services at SMAN 1 Luwu Timur.

2. REVIEW OF RELATED LITERATURE

Marini (2019) carried out research 'The Implementation of the Zoning System Policy in the Admission of New Students (PPDB) at SMAN in the City of Bandar Lampung'. The research design was a qualitative descriptive method. The study aimed; 1) to analyze and describe the implementation of the zoning system policy in New Student Admissions (PPDB) at SMAN in Bandar Lampung City, especially at SMAN 9 Bandar Lampung and SMAN 14 Bandar Lampung, 2) to describe and identify the obstacles that occur in the implementation of the zoning system policy in admissions New Students (PPDB) at SMAN in Bandar Lampung City, especially at SMAN 9 Bandar Lampung and SMAN 14 Bandar Lampung. The results of the study indicate that the implementation of the zoning system policy in the Admission of New Students (PPDB) at SMAN in Bandar Lampung City, especially at SMAN 9 Bandar Lampung and SMAN 14 Bandar Lampung was quite good; it was just that the communication has not been maximal.

Wulandari, Hasyim and Nurmalisa (2018) conducted research 'The Effect of New Student Admissions through the Zoning System on Student Achievement'. The research design was a quantitative descriptive method. The study aimed to analyze the effect of the acceptance of new students through the zoning system on the learning achievement of class VII students at SMPN 1 Labuhan Ratu Lampung

Timur in academic year 2017/2018. The results of the study indicate that there was a strong and significant influence between the acceptance of new students through the zoning system on learning achievement of class VII students of SMPN 1 Labuhan Ratu Lampung Timur in academic year 2017/2018. The better implementation of the acceptance of new students, the better the learning achievement of students.

Nurlailiyah (2019) analyzed 'Zoning System Policy Analysis of Junior High School Student Behavior in Yogyakarta '. The research design was a qualitative method. The study aimed to analyze the effect of the acceptance of new students through the zoning system on learning achievement of class VII students at SMPN 1 Labuhan Ratu Lampung Timur in academic year 2017/2018. The results of the study indicate that the zoning system was a separate complaint for teachers to deal with student behavior that is getting worse or undisciplined, this lack of discipline causes student achievement to be low.

The difference between previous research and research to be conducted by the researchers was the location of the study and the indicators in the research variables. The location of the research to be carried out by the researchers was at SMAN 1 Luwu Timur. The indicators in the policy implementation variable according to Winter (in Peters and Jon, 2003) include relationship behavior between organizations, lower level implementor (apparatus/bureaucrat) behavior, and target group behavior. While the indicators in the service quality variable according to Tjiptono and Chandra (2005), include: timeliness of service, accuracy of service, courtesy and friendliness, ease of obtaining services, convenience of obtaining services, and service support attributes.

3. RESEARCH METHOD

The time needed for the implementation of this research was approximately 2 (two) months, from June 12th – August 12th, 2020. This study was located at SMAN 1 Luwu Timur, Jl. Montolalu, Kompleks PT. INCO, Malili District, Luwu Timur Regency, South Sulawesi.

The research design was mixed-method. The population used in this study can be seen in Table I as follows:

TABLE I. Total Population
List of Stakeholders in Determining Population

No.	Criteria	Population
1	Teacher of SMAN 1 Luwu Timur	40 people
2	Pupils based on a zoning system	334 people
3	Parents/guardians based on the zoning system	334 people
total		708 people

(Source: Primary data processed, 2020)

The sample in this study amounted to 88 people. The sampling technique used in this study was two types of sampling techniques; Random sampling and purposive sampling. The informants used in this research were determined using purposive sampling (determination of sampling with a specific purpose). Therefore, the informants in this study are trusted

informants who already know and understand the problems in the study, namely the effect of the implementation of the new student admission policy based on the zoning system on the quality of education services at SMAN 1 Luwu Timur, Luwu Timur Regency. As the informant can be seen in Table II below:

TABLE II. Research Informants

No.	Name	Initials	Information
1	Itasakka, S.Pd	IS	Head of Branch Provincial Education Office of Luwu Timur XII Region
2	Drs. Muh. Saleh, MM	MS	Principal of SMAN 1 Luwu Timur
3	Farhan Anwar	FA	Head of OSIS SMAN 1 Luwu Timur
4	HM. Siddiq BM	HS	Chairman of the School Committee
5	ST. Yusrilah, S.Pd	SY	Teacher of SMAN 1 Luwu Luwu Timur
6	Winda Novita	WN	Student of SMAN 1 Luwu Luwu Timur
7	Yahya Mahardika	Ven	Parents of SMAN 1 Luwu Timur students

(Source: Primary data processed, 2020)

Data collection techniques used in this study were interviews, questionnaires, and documentation. Data validation techniques are techniques used to ensure that everything that has been observed and researched by the researcher is appropriate or relevant to the data that occurs and is true. This is done by researchers to ensure and maintain that the data is correct, both for readers and research subjects. Qualitative data validation techniques used in this research are source triangulation, technique triangulation, and time triangulation. The quantitative data validation technique used in this study is the validity test and reliability test. The qualitative data analysis techniques used were data reduction, data presentation, and conclusion drawing. The quantitative data analysis techniques used in this research are descriptive statistical analysis techniques and simple linear regression analysis.

4. FINDINGS AND DISCUSSIONS

A. Descriptive Analysis Results

1. Variable (X) Policy Implementation

To find out the implementation of the new student admission policy (PPDB) based on the zoning system at SMAN 1 Luwu Timur, Luwu Timur Regency, there are several indicators of policy

implementation used by researchers in this study. The indicators for implementing the policy are as follows:

a. Relationship Behavior Between Organizations

Extract 1: Interorganizational Commitment

IS: *Iya, kami masih menjaga komitmen selama mengimplementasikan sistem zonasi ini. Dimana Sekolah yang buat zonasi baru dimasukkan ke Cabang Dinas Pendidikan, Cabang Dinas Pendidikan yang mengusulkan ke Dinas Pendidikan Provinsi. Itu komitmen kita yang dirapatkan bersama. (Yes, we still maintain our commitment while implementing this zoning system. Where schools that create new zoning are included in the Education Office Branch, the Education Office Branch that proposes to the Provincial Education Office. That is our commitment which was sealed together.)*

In extract 1, it can be concluded that the Branch of the XII Region XII Luwu Timur Provincial

Education Office and SMAN 1 Luwu Timur, Luwu Timur Regency, still maintains its commitment properly implementation of the new student admission policy (PPDB) based on the zoning system.

Extract 2: Inter-Organizational Coordination

IS: *Sebelumnya kepala sekolah yang terlebih dahulu yang mengkoordinasikan Cabang Dinas Pendidikan, apa kendalanya begitu. Sepanjang tidak ada kendala tidak masalah. Jika ada sesuatu hal maka cabang dinas yang mengkoordinasi sekolah. Tapi sejauh ini koordinasinya disini bagus. (Previously the principal was the first to coordinate the Branch of the Education Office, what are the obstacles?*

As long as there are no obstacles, it doesn't matter. If there is such a thing, then the branch office coordinates the school. But so far the coordination here is good.)

In extract 2, it can be concluded that the Branch of the XII Region XII Luwu Timur Provincial

Education Office and SMAN 1 Luwu Timur coordinates with each other in structurally related terms

implementation of the new student admission policy (PPDB) based on the zoning system

b. Lower Level Implementor (Apparatus / Bureaucrat) Behavior

Extract 3: Organizational Control

IS: *Kepala Cabang Dinas Pendidikan selalu mengontrol kegiatan kami, apapun itu. Bahkan jika*

beliau tidak ada di kantor atau sedang ada tugas di Makassar, beliau selalu mengontrol kami lewat WA. Saya dan staf yang lain juga melaporkan terkait tugas kami masing-masing. Termasuk melaporkan hal-hal yang berkaitan dengan implementasi PPDB zonasi ini. (The Head of the Education Office Branch always controls our activities, whatever it is. Even if he is not in the office or on duty in Makassar, he always controls us via WA. I and other staff also reported related to our respective duties. Including reporting matters relating to the implementation of this zoning PPDB.)

In extract 3, it can be concluded that the Head of the Luwu Timur Region XII Provincial

Education Office Branch routinely exercises organizational control. Besides, the staff also reported their respective duties related to the implementation of the new student admission policy (PPDB) based on the zoning system.

Extract 4: Apparatus Professionalism

IS: *Kami disini tidak gaptek atau gagap teknologi. Kami mampu mengoperasikan seperti komputer, aplikasi PPDB, media sosial, dan lain-lain. Setiap staf juga sudah mampu mengerjakan tugas masing-masing dengan baik, dengan disiplin, dan tepat waktu. Kami juga bertanggungjawab atas tugas pekerjaan yang kami lakukan. Apalagi mengenai sikap, kami juga ramah kepada siapapun itu, seperti bila ada masyarakat yang datang kami berusaha melayani dengan baik. Semua yang berkaitan implementasi kebijakan penerimaan peserta didik baru berdasarkan sistem zonasi Inshaa Allah*

kami sudah profesional. (We are not clueless or technologically illiterate here. We can operate such as computers, PPDB applications, social media, and others. Each staff member has also been able to do their respective assignments well, with discipline, and on time. We are also responsible for the job duties that we do. Especially concerning attitude, we are also friendly to anyone, such as when people come, we try to serve well. Everything related to the implementation of the new student admission policy based on our Insha Allah zoning system is already professional.)

In extract 4, it can be concluded that the branch apparatus The Provincial Education Office of

Luwu Timur XII Region is already professional in carrying out work assignments according to their respective skills, abilities (skills), and knowledge regarding the implementation of the new student admission policy based on the zoning system.

c. Behavior of the Target Group

1) Positive Support

Extract 5: Implementation of the new student admission policy (PPDB) based on the zoning system regardless of the social status of prospective students

MS: *Menurut saya, implementasi sistem zonasi ini bagus. Karena tidak membedakan masyarakat anak pejabat, anak tukang becak, anak tukang ojek, semua sama. Dan melalui sistem zonasi yang dibisa ditampung disemua sekolah itu sama haknya. Jadi persamaan hak tanpa membedakan status sosial. Artinya, tanpa melihat pintar atau bodoh yang jelas dia mau sekolah itu yang diterima di sekolah yang terdekat dari rumahnya. (In my opinion, the implementation of this zoning system is good. Because they do not differentiate between the children of officials, children of pedicab drivers, children of motorcycle taxi drivers, all are the same. And through the zoning system that can be accommodated in all schools, it has the same rights. So equal rights regardless of social status. That is, without looking smart or stupid, it is clear that he wants the school to be accepted at the school closest to his house.)*

Extract 6: The Implementation of A New Student Admission Policy (PPDB) Based on the Zoning System Facilitates Student Access to Schools

MS: *Semenjak adanya sistem zonasi ini, akses ke sekolah jadi lebih mudah sehingga tidak perlu waktu lama untuk sampai ke sekolah.* (Since the existence of this zoning system, access to schools has become easier so that it doesn't take long to get to school.)

FA: *Karena dengan adanya sistem zonasi, siswa juga bisa dengan mudah mengakses transportasi ke sekolah. Dan dengan adanya sistem zonasi, sekolah-sekolah di Indonesia akan lebih merata.*

(Because with the zoning system, students can also easily access transportation to school. And with the zoning system, schools in Indonesia will be more evenly distributed.)

Extract 7: The Implementation of the New Student Admission Policy (PPDB) Based on the Zoning System Provides Benefits for Prospective Students whose Homes are Close to the School

MS: *Sistem zonasi ini bagus karena siapa saja siswa yang lebih dekat rumahnya ke sekolah itulah yang diterima.* (This zoning system is good because any student who is closer to the school is accepted.)

Extract 8: The Ability and Knowledge of SMAN 1 Luwu Timur is Getting Better

MS: *Semenjak adanya sistem zonasi, SDM pihak sekolah menjadi lebih berkualitas dari sebelumnya.*

Sebab pihak sekolah disini sudah dibekali, sudah ditraining, sudah ada workshop, sudah ada pelatihan melalui jarak jauh, melalui video call untuk menghadapi siswa, menghadapi orang tua. Sehingga kualitas SDM tentu saja lebih baik karena guru-guru sudah menguasai teknologi, dan lebih bijak. (Since the zoning system existed, the school's human resources have become more qualified than before. Because the school here has been equipped, has been trained, there is already a workshop, there has been training via long-distance, via video calls to face students, face parents. So that the quality of human resources is of course better because teachers have mastered technology, and are wiser.)

HS: *Kualitas SDM pihak SMAN 1 Luwu Timur sekarang semakin berkualitas setelah adanya sistem zonasi ini. Hal ini karena mereka sudah diberikan pembekalan dan pelatihan oleh Dinas Pendidikan.* (The quality of human resources at SMAN 1 Luwu Timur is now getting better after

this zoning system. This is because they have been given debriefing and training by the Education Office.)

2) *Negative Support*

Extract 9: An Error Occurred in the Registration Application System for New Student Admissions Based on the Zoning System

MS: *Aplikasi yang digunakan. Karena aplikasi yang digunakan biasanya, dekat rumahnya tidak bisa lulus masuk di sekolah yang diinginkan padahal rumahnya dekat. Seperti sekarang ini ada yang jarak rumahnya hanya 200 meter tidak lulus pada saat dia mendaftar. Ini terjadi kesalahan sistem dari aplikasi tersebut.* (Application used. Because the application used is usually, near his house he cannot pass the school he wants even though his house is close. Like now, someone whose house is only 200 meters away did not pass when he registered. This is a system error from the app.)

FA: *Kesalahan sistem aplikasi bisa saja terjadi jika kita benar-benar tidak paham dalam mendaftar*

lewat aplikasi tersebut. hal ini sudah banyak yang terjadi kasus siswa yang dekat rumahnya tapi tidak bisa lolos jalur zonasi. (Application system errors can occur if we really don't understand how to register via the application. There have been many cases of students who were near their homes but failed to pass the zoning route.)

Extract 10: Implementation of the New Student Admission Policy (PPDB) Based on the Zoning System Limiting Students to Choose Schools which are Desired

MS: *Kalau ada keluarga yang ingin, misalnya siswa dari keluarga pejabat dan lain-lain, yang jauh rumahnya tidak masuk zonasi lantas dia meminta masuk disini. Itu sudah tidak bisa karena rumahnya harus masuk dizonasi padahal rumahnya jauh. Tidak bisa mengakomodir anak-anak pejabat yang anaknya tidak masuk jalur zonasi. Tidak bisa mengakomodir anaknya guru, anaknya kepala sekolah apabila dia tidak berada radius zonasi yang ditentukan.* (If there are families who want, for example, students from officials' families and others, who are far from being zoned, then they ask to enter here. That could no longer be because his house had to be zoned even though his house was far

away. Cannot accommodate children of officials whose children are not included in the zoning route. Unable to accommodate a teacher's child, the principal's child will enter the school concerned if he is not within the designated zoning radius.)

Extract 11: Socialization Implementation of New Student Admission Policies (PPDB) Based on the Zoning System Carried Out Less Effectively and Efficiently

MS: Sosialisasi penerimaan siswa baru melalui sistem zonasi, kita lebih harus banyak memberi pemahaman karena masih banyak orang tua dari pendidikan rendah yang tidak tahu membaca dan menulis yang tidak mengerti namanya zonasi, tidak mengerti namanya online, tidak mengerti namanya komputer, dan tidak mengerti namanya internet. Sehingga sosialisasi lebih sulit dari sebelum ada sistem zonasi. (Socializing new student admissions through the zoning system, we have more to provide understanding because there are still many parents from low education who do not know reading and writing who do not understand zoning, do not understand online names, do not understand computer names, and do not understand the name internet. So that socialization is more difficult than before the zoning system.)

d. Variable (Y) Quality of Service

To know the quality education services at SMAN 1 Luwu Timur, Luwu Timur Regency, there are several indicators of quality services used by researchers in this study. As for indicators quality, these services are as follows:

1) On-Time Service

Extract 12: Waiting Time

SY: Kami menyadari bahwa waktu tunggu dalam pelayanan itu sangat penting. Waktu tunggu yang relatif cepat juga dapat memberikan kepuasan kepada murid ataupun orang tua siswa karena merasa cepat dilayani dan tidak terlalu lama menunggu. Maka jika ada yang ingin dilayani, pihak sekolah segera melakukan pelayanan. Hal ini juga akan membuat murid semakin bersemangat untuk menempuh pendidikan di SMAN 1 Luwu Timur. (We realize that the waiting time in service is very important. The relatively fast waiting time can also provide satisfaction to students or parents because

they feel they are served quickly and do not wait too long. So if someone wants to be served, the school will immediately provide service. This will also make students more enthusiastic about studying at SMAN 1 Luwu Timur.)

In extract 12, it can be concluded that the waiting time for educational services at SMAN 1 Luwu Timur is relatively fast or on time because every time there is a service request, the SMAN 1 Luwu Timur immediately serves to give satisfaction to the students or parents/guardians of the students being served.

Extract 13: Processing Time

SY: Pihak sekolah berusaha semaksimal mungkin untuk memberikan pelayanan pendidikan yang terbaik. Salah satunya yaitu waktu proses pelayanan pendidikan yang relatif cepat atau tepat waktu. Hal ini supaya dapat memberikan kepuasan tersendiri bagi yang dilayani. (The school tries its best to provide the best educational services. One of them is the relatively fast or on-time education service process. This is to provide satisfaction for those who are served.)

In extract 13, it can be concluded that the processing time for education services at SMAN 1

Luwu Timur is relatively fast or on time. This is because the service process is not convoluted.

2) Accuracy of Service

Extract 14: Accuracy in providing tutoring services to students

SY: Semua guru SMAN 1 Luwu Timur sebelumnya telah diberikan pembekalan, pelatihan (training), dan workshop baik secara daring maupun secara langsung oleh Dinas Pendidikan Provinsi Sulawesi Selatan. Sehingga para guru mampu meminimalisir tingkat kesalahan dalam proses pemberian pelayanan pendidikan. Guru SMAN 1 Luwu Timur berusaha semaksimal mungkin untuk meningkatkan kualitas pelayanan pendidikan agar dapat meningkatkan kualitas sumber daya manusia peserta didik di SMAN 1 Luwu Timur. (All teachers of SMAN 1 Luwu Timur have previously been provided with debriefing, training, and workshops both online and in-person by the South Sulawesi Provincial Education Office. So that teachers can minimize the error rate in the process of providing educational services. Teachers of SMAN 1 Luwu Timur try their best to improve the quality of education services to

improve the quality of human resources of students at SMAN 1 Luwu Timur.)

In extract 14, it can be concluded that guru on SMAN 1 Luwu Timur in providing tutoring services can minimize the error rate because SMAN 1 Luwu Timur teachers have previously been provided with debriefing, training, and workshops by the South Sulawesi Provincial Education Office.

Extract 15: Accuracy in Providing School Information

MS: *Informasi yang berhubungan dengan sekolah kami sampai dengan sebenar-benarnya. Tetapi sebelum kami sampaikan kita mengolah terdahulu informasi tersebut. Baik itu informasi mengenai pendaftaran dan penerimaan siswa baru, kegiatan ekstrakurikuler, kegiatan lomba, dan sebagainya.* (Information relating to our school is up to date. But before we say, we pre-processed the information. Whether it's information regarding registration and admission of new students, extracurricular activities, competition activities, and so on.)

In extract 15, it can be concluded that parties SMAN 1 Luwu Timur provides real school information and can minimize the error rate because the school processes the information before it is conveyed so that the information conveyed is under the facts.

3) *Courtesy And Hospitality*

Extract 16: Courtesy

SY: *Sebagai pendidik, kami menyadari bahwa sikap yang diperlihatkan akan memberikan contoh bagi murid. Bersikap sopan santun baik dalam berpenampilan, bertutur kata maupun berperilaku sangat mempengaruhi dalam memberikan pelayanan pendidikan kepada murid. Dengan bersikap sopan santun, dapat juga membuat guru maupun murid merasa dihargai dan murid merasa nyaman dalam menuntut ilmu di SMAN 1 Luwu Timur.* (As an educator, we realize that the attitude shown will set an example for students. Having good manners in appearance, speech and behavior greatly influence the provision of educational services to students. By being polite, it can also make both teachers and students feel valued and students feel comfortable studying at SMAN 1 Luwu Timur.)

In extract 16, it can be concluded that the parties SMAN 1 Luwu Timur realize the importance of

being polite in providing educational services both in appearance, speaking, and behavior.

Extract 17: Friendliness

SY: *Pihak sekolah memang sangat dituntut untuk selalu bersikap ramah dalam memberikan suatu pelayanan pendidikan. Dengan kita bersikap ramah, murid akan merasa lebih mudah menangkap penjelasan dari guru dalam proses pembelajaran di dalam kelas. Selain itu, guru maupun murid akan merasa dihargai dan diakui keberadaannya sehingga para murid tidak bersikap segan untuk meminta suatu pelayanan pendidikan.* (The school is required to always be friendly in providing an educational service. By being friendly, students will find it easier to grasp the explanation from the teacher in the learning process in the classroom. Besides, teachers and students will feel valued and recognized for their existence so that students do not hesitate to ask for an educational service.)

In extract 17, it can be concluded that the SMAN 1 Luwu Timur realizes the importance of being friendly in providing educational services so that those who are given services will feel appreciated.

4) *Ease of Obtaining Service*

Extract 18: Convenience obtain educational services

SY: *Dalam pelayanan pendidikan salah satu tugas utamanya yaitu memberikan kemudahan. Seperti*

halnya apabila ada murid yang merasa kesulitan dalam proses pembelajaran, guru berusaha memberikan bantuan dan memudahkan kepada murid untuk mengatasi kesulitan yang dihadapinya. (In educational services, one of the main tasks is to provide convenience. As if there are students who find it difficult in the learning process, the teacher tries to assist and makes it easier for students to overcome the difficulties they face.)

In extract 18, it can be concluded that the SMAN 1 Luwu Timur in providing convenience to students in obtaining educational services.

Extract 19: The Number of Service Providers

MS: *Guru yang ada di SMAN 1 Luwu Timur cukup banyak, yaitu berjumlah kurang lebih 40 orang.*

Sehingga ini dapat memudahkan bagi murid untuk memperoleh pelayanan pendidikan karena semua guru disini siap untuk melayani. Selain itu, proses

pelayanan menjadi lebih efektif dan efisien karena murid tidak hanya berfokus pada beberapa guru saja, tetapi kepada semua guru

yang ada di SMAN 1 Luwu Timur. Terlebih lagi guru SMAN 1 Luwu Timur memiliki skill atau

sumber daya manusia yang berkualitas. (There are quite a lot of teachers at SMAN 1 Luwu Timur, amounting to approximately 40 people. So this can make it easier for students to get educational services because all the teachers here are ready to serve. Besides, the service process becomes more effective and efficient because students do not only focus on a few teachers but on all the teachers at SMAN 1 Luwu Timur. Moreover, teachers of SMAN 1 Luwu Timur have skills or quality human resources.)

In extract 19, It can be concluded that the number of teachers at SMAN 1 Luwu Timur is quite large, amounting to 40 people so that many teachers are willing to make it easy for students to get educational services.

Extract 20: The Number of Supporting Facilities

MS: Sekarang sudah berbasis digital. Dan alhamdulillah, kami baru saja memberi kamera yang harga 4 jutaan itu, itu kalau kita video conference langsung dilihat satu ruangan, gambar terang dan lain-lain. Disini wifi, hotspot gratis. Ada 6 titik. Inshaa Allah, tahun ini semua kelas ada wifinya. Yang sekarang sudah ada 11 kelas. Kemudian disini telah disediakan banyak komputer, CCTV, dan LCD. Semua fasilitas pendukung tersebut sangat berguna baik dalam proses pendaftaran penerimaan peserta didik baru, proses pembelajaran, dan lain-lain. Sehingga hal tersebut dapat memudahkan murid untuk memperoleh pelayanan pendidikan di SMAN 1 Luwu Timur. (Now it is digital. And thank God, we just gave a camera that costs 4 million, if we see a video conference directly in one room, bright pictures and so on. Here wifi, free hotspot. There are 6 dots. Insha Allah, this year all classes have wifi. Now there are 11 classes. Then there are many computers, CCTV, and LCD provided here. All of these supporting facilities are very useful both in the registration process for the admission of new students, the learning process, and others. So that it can make it easier for

students to get educational services at SMAN 1 Luwu Timur.)

WN: Di SMAN 1 Luwu Timur sudah banyak wifi terpasang jadi membuat kita semakin nyaman.

Terus komputer yang disediakan juga banyak yang disimpan di lap. komputer. Kalau LCD ada tapi sedikit. (In SMAN 1 Luwu Timur already has a lot of wifi installed so it makes us more comfortable. Then the computer provided is also stored on the lap. computer. There is an LCD but a little.)

In extract 20, it can be concluded that in SMAN 1 Luwu Timur, Luwu Timur Regency has provided many supporting facilities such as computers, wifi, and CCTV. However, the number of LCDs is still lacking.

e. Convenience of Obtaining Service

Extract 21: Convenience in obtaining services related to location

WN: Murid merasa nyaman di SMAN 1 Luwu Timur dalam mendapatkan pelayanan pendidikan. Itu karena lingkungan sekolah yang sejuk karena banyak pohon-pohon, terus bersih dan sehat.

(Students feel comfortable at SMAN 1 Luwu Timur in getting educational services. That's because the school environment is cool. After all, there are lots of trees, kept clean and healthy.) In extract 21, It can be concluded that SMAN 1 Luwu Timur provides comfort in obtaining educational services because the school environment is clean, has lots of trees (go green), and is healthy.

Extract 22: Room Comfort Gets Service

SY: Ruang yang nyaman akan membuat suasana hati menjadi lebih menyenangkan. Baik yang dirasakan oleh pemberi pelayanan maupun yang memperoleh pelayanan. Untuk itu, kondisi ruangan dan tata ruang di SMAN 1 Luwu Timur dibuat sebaik mungkin seperti ruangan kelas, laboratorium, ruangan tata usaha, aula sekolah dan ruangan lainnya, agar murid merasa nyaman ketika memperoleh suatu pelayanan pendidikan di SMAN 1 Luwu Timur. (A comfortable room will make the mood more pleasant. Both the service provider and the service provider feel. For this reason, the room and layout conditions at SMAN 1 Luwu Timur are made as good as possible, such as classrooms, laboratories, administration rooms, school halls, and other rooms so

that students feel comfortable when receiving educational services at SMAN 1 Luwu Timur.)

In extract 22, it can be concluded that the room provided at SMAN 1 Luwu Timur provides comfort to get educational services because the room has been designed as well as possible.

Extract 23: Availability of Information

SY: *Informasi sangat penting dan sangat dibutuhkan untuk menambah wawasan dan pengetahuan murid. Oleh karena itu, pihak sekolah menyediakan informasi yang dapat diakses oleh seluruh murid di SMAN 1 Luwu Timur.* (Information is very important and very much needed to increase students' insight and knowledge. Therefore, the school provides information that can be accessed by all students at SMAN 1 Luwu Timur.)

In extract 23, it can be concluded that the SMAN 1 Luwu Timur has provided the information students need.

Extract 24: Parking Lot

SY: *Banyaknya guru, murid, maupun orang tua/wali murid yang datang ke sekolah dengan membawa kendaraan. Oleh karena itu, pihak sekolah sudah menyediakan tempat parkir yang cukup untuk menampung kendaraan, sehingga kendaraan yang terparkir menjadi lebih teratur.* (The number of teachers, students, and parents/guardians of students who come to school by driving vehicles. Therefore, the school has provided sufficient parking space to accommodate vehicles, so that parked vehicles become more orderly.)

In extract 24, it can be concluded that at SMAN 1 Luwu Timur has provided a convenient

parking space, but only vehicles such as motorbikes can park in the school lot.

f. Service Support Attributes

Extract 25: The Waiting Room

SY: *Disini tidak ada ruang tunggu. Itupun kalau ada keperluan baik dari orang tua siswa maupun siswa, biasa langsung ke aula sekolah bila ada pertemuan. Jika ada keperluan lainnya bisa langsung ke ruang tata usaha atau ruangan kepala sekolah.* (There is no waiting room here. Even then, if there is a need for both parents and students, it is common to go straight to the school hall when there is a meeting. If there are other needs, you can go directly to the administration room or the principal's room.)

In extract 25, it can be concluded that at SMAN 1 Luwu Timur has not provided a waiting room as one of the attributes of supporting services.

Extract 26: Cleaning Tool

MS: *Kami menyadari akan pentingnya kebersihan. Oleh karena itu, kami menyediakan banyak alat kebersihan di sekolah agar setiap ruangan dan lingkungan dapat dibersihkan sehingga memberikan suasana yang bersih dan memberikan kenyamanan dalam proses pelayanan pendidikan.* (We recognize the importance of cleanliness. Therefore, we provide many cleaning tools in schools so that every room and environment can be cleaned to provide a clean atmosphere and provide comfort in the educational service process.)

In extract 26, it can be concluded that at SMAN 1 Luwu Timur has provided many cleaning tools as an attribute of supporting services.

B. Results of Simple Linear Regression Analysis
1. Partially Simple Linear Regression Analysis

TABLE III. The Effect Of Inter-Organizational Relationship Behavior (X₁) On Service Quality (Y)

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig.	
	B	Std.				
1	(Constant)	31,459	10,995		2,861	.005
	Inter-Organizational Relationship	2,946	1,133	.270	2,599	.000

(Source: Primary data processed, 2020)

From the Output Coefficients table, it can be called the value of $t_{hitung} = 2.599$ with a significant value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, which means that there is a significant

(significant) influence on the variable of inter-organizational relationship behavior (on service quality (Y).X₁).

TABLE IV. The Influence Of Lower Level Implementor (Apparatus/Bureaucrat) Behavior (X₂) On Service Quality (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	51,825	9,253		5,601	.000
Lower Level Implementor (Apparatus / Bureaucrat) Behavior	1,853	.965	.095	2,884	.000

(Source: Primary data processed, 2020)

From the Output Coefficient table, it can be seen that the value of $t_{hitung} = 2.884$ with a significant value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, which means that there is a

significant (significant) influence on the variable of lower-level implementor (apparatus/bureaucrat) behavior (X₂) on quality. service (Y).

TABLE V. Effect Of Target Group Behavior (X₃) On Service Quality (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	40,334	13,728		2,938	.004
Target Group Behavior	1,594	.414	.153	2,433	.000

(Source: Primary data processed, 2020)

From the Output Coefficient table, it can be seen that the value of $t_{hitung} = 2.433$ with a significant value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, which means that there is a significant (significant) influence on the behavior of the target group (X₃) on service quality (Y).

To see the effect of implementing the new student admission policy (PPDB) based on the zoning system on the quality of education services at SMAN 1 Luwu Timur, Luwu Timur Regency to 88 respondents, then simple linear regression analysis was carried out with the help of SPSS 24.0. The results of simple regression analysis are obtained as can be seen in Table VI below:

2. *Simultaneous Simultaneous Linear Regression Analysis*

TABLE VI. Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-13,933	6,692		-2,082	.040
Policy Implementation	1,300	.128	.739	10,172	.000

a. Dependent Variable: Y

(Source: Primary data processed, 2020)

Based on the regression equation in Table 4.4, it can be concluded that the constant value (a) is -13.933. This shows that if the policy implementation variable is constant or equal to zero (0), then the service quality value is negative. Meanwhile, the regression coefficient for policy implementation is positive, namely 1,300. This shows that the implementation of the new student admission policy (PPDB) based on the zoning system has a positive effect on the quality of education services at SMAN 1 Luwu Timur, Luwu Timur Regency. This means that if policy implementation is improved, the quality of service will increase.

The result of the t_{hitung} is 10,172 with a significance of 0,000. Obtained t-table value with $df = nk-1 = 88-1-1 = 86$ at the 5% (2-tailed) significant level of 1.988. Thus it is known that $t_{hitung} (10,172) > t_{table} (1,988)$ or significant $(0,000) < 5\% (0.05)$. It can be interpreted that the implementation of the new student admission policy (PPDB) based on the zoning system has a significant effect on the quality of education services at SMAN 1 Luwu Timur, Luwu Timur Regency.

Based on the results of the significant value (sig) of 0.000, it is smaller than 0.05. so this means that H_a is accepted and H_0 is rejected. So, it can be concluded that there is an effect of the implementation of the new

student admission policy (PPDB) based on the zoning system on the quality of education services at SMAN 1 Luwu Timur, Luwu Timur Regency.

TABLE VII. Statistical Data Analysis Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739a	.546	.541	2.90556

a. Predictors: (Constant), X
 (Source: Primary data processed, 2020)

Based on the results of the statistical data analysis of the summary table model above, it can be explained that the magnitude of the correlation or relationship value (R) is 0.739. So that the output obtained a coefficient of determination (R square) of 0.546 or 54.6% which means that it affects the implementation of the new student admission policy (PPDB) based on the zoning system on the quality of education services at SMAN 1 Luwu Timur, Luwu Timur Regency of 54.6% while the remaining 45.4% was caused by other factors which

were not the focus of discussion in this study. Other factors that influence outside of this research are economic, social, and political environmental factors. From an economic point of view, it helps students and parents to save on school fees. From a social perspective, parents are less supportive of complaining about the zoning system. From a political perspective, it can be seen from the policy regarding the zoning system which has undergone changes and is also quite sudden to be implemented.

TABLE VIII. Anova Statistical Data Analysis

Model	Sum of Squares	Df	Mean Square	F	Sig.
1					
Regression	873,553	1	873,553	103,473	.000b
Residual	726,038	86	8,442		
Total	1599,591	87			

a. Dependent Variable: Y
 b. Predictors: (Constant), X
 (Source: Primary data processed, 2020)

Based on the results of the analysis of the ANOVA table statistical data used in determining the simple linear regression equation model, it can be seen that the value of $F_{hitung} = 103.473$ with a significant level of 0.000 is smaller <0.05 . Then the variable (X) policy implementation has a strong influence on the variable (Y) service quality. When compared with the F_{table} value of 3.95 with a significant level of 0.05, the value of $F_{hitung} > F_{table}$ ($103.473 > 3.95$). This means that policy implementation has a significant effect on service quality.

5. CONCLUSIONS AND SUGGESTIONS

Based on the results of research that has been conducted regarding the implementation of the new student admission policy based on the zoning system, it has a significant effect on the quality of education services at SMAN 1 Luwu Timur of Luwu Timur Regency. Therefore, the researcher provides the following conclusions; 1) Policy implementation if viewed from the indicators of relationship behavior between organizations, it is known that the Branches of the Luwu Timur, Timur Region XII Provincial Education Office, and Luwu

Timur SMAN 1 maintain mutual commitment and coordinate well with each other. If viewed from the indicators of implementor behavior (apparatus/bureaucrats) at the lower level, the Luwu Timur of Timur Region XII Provincial Education Office Branch routinely controls the organization and is already professional in completing their respective tasks. When viewed from the behavioral indicators of the target group, it still gets a negative response because there are still things that are less than optimal from the implementation of the new student admission policy (PPDB) based on the zoning system. 2) Quality of service when viewed from the indicators of punctuality of service, it is known that the waiting time and service processing time at SMAN 1 Luwu Timur was relatively fast or on time. If viewed from the service accuracy indicator, the services provided can minimize the error rate. When viewed from the indicators of politeness and friendliness, 2) Quality of service when viewed from the indicators of punctuality of service, it is known that the waiting time and service processing time at SMAN 1 Luwu Timur is relatively fast or on time. If viewed from the service accuracy indicator, the services provided can minimize the error rate. When viewed from

the indicators of politeness and friendliness, 2) Quality of service when viewed from the indicators of punctuality of service, it is known that the waiting time and service processing time at SMAN 1 Luwu Timur is relatively fast or on time. If viewed from the service accuracy indicator, the services provided can minimize the error rate. When viewed from the indicators of politeness and friendliness, party SMAN 1 Luwu Timur provides services in a polite and friendly manner. If viewed from the indicators of the ease of obtaining services, party SMAN 1 Luwu Timur has provided facilities with the availability of a large number of teachers and a large number of supporting facilities. If viewed from the indicators of the convenience of getting service, party SMAN 1 Luwu Timur has provided comfort to students in terms of location, space, availability of information, and although the parking space provided is still not large enough. If viewed from the indicator service support attributes, the SMAN 1 Luwu Timur has provided many cleaning tools but has not yet provided a waiting room at SMAN 1 Luwu Timur. 3) Based on the results of statistical data analysis in the summary model, it is known that the magnitude of the correlation or relationship value (R square) is 0.546, and the influence of the independent variable or policy implementation (X) on the dependent variable service quality (Y) is indicated by the R square value of 0.546. which means 54.6% of the influence of the independent variable (Y) on the dependent variable (X), from the results of the output is at a good level. Besides, based on the results of hypothesis testing, namely by consulting the t-count value with the t-table value and doing the t-test, it is known that t_{hitung} is 10.172 and t_{table} is equal to 1,988 with a significant level of 0.000. Therefore, the t_{hitung} value is greater than the t_{table} value and the significant value is less than 0.05. So it can be concluded that the variable (X) implementation of the new student admission policy (PPDB) based on the zoning system has a positive and significant effect on variable (Y) the quality of educational services at SMAN 1 Luwu Timur, Luwu Timur Regency.

Based on the conclusions that have been previously described, therefore the researcher provides several suggestions as follows; 1) In order to eliminate the term superior or favorite school, it is suggested to the Luwu Timur Regency Government to repair and level all school facilities or facilities and infrastructure in Luwu Timur Regency according to national standards. 2) It is suggested to the Education Office of South Sulawesi Province to change the quota policy for the registration pathway for admission of new students based on the zoning system so as not to

cause social jealousy and prevent the cheating process.

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