

ABSTRACT

Nurfauziah 2025, Strategies for Improving the Quality of Administrative Services at SMA Negeri 4 Sinjai in Sinjai Regency (Supervised by Abdul Mahsyar and Adnan Ma'Ruf)

Quality administrative services are a crucial factor in supporting the achievement of educational goals. This research focuses on the strategies implemented by SMA Negeri 4 Sinjai to improve the quality of administrative services. The objective of this study is to analyze the strategies applied by the school to enhance administrative service quality based on five dimensions of service quality: Tangible, Reliability, Responsiveness, Assurance, and Empathy. A qualitative approach was used, with data collection methods including observation, interviews, and documentation.

The results of the study show that SMA Negeri 4 Sinjai has made various efforts to improve administrative service quality, including improving physical facilities (Tangible), enhancing the competence of administrative staff (Reliability), providing fast and responsive services (Responsiveness), building trust through service guarantees (Assurance), and showing empathy towards students and parents (Empathy). The study provides recommendations to the school to optimize staff training, improve administrative infrastructure, and strengthen communication with stakeholders to enhance overall service quality.

Keywords: Strategies, Service Quality, School Administration