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The Principal's Strategy In Maximized Primary Services For School Administrative Staff At Smp Negeri 1 Pemulutan Selatan

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Abstract

This study aims to analyze the principal's strategy in maximizing excellent service for school administrative staff at SMP Negeri 1 Pemulutan Selatan using a qualitative case study method. Data were collected through interviews, observations, and document analysis, then analyzed using the Miles & Huberman model with triangulation for validity. The results revealed four main strategies: motivational strategies, coaching, capacity building, and facilitative strategies through the provision of technology and service standard operating procedures (SOPs). These strategies resulted in improved administrative service quality, more humanistic communication, and student satisfaction. This research contributes to the development of school administrative management and can serve as a model for improving service quality in other schools.

Keywords: excellent service, principal strategies, school administration .

INTRODUCTION

School administrative staff are a crucial component of the educational workforce. They are often referred to as the Administration Department, which plays a key role in supporting the educational process at school. Through the administrative services they provide, educational activities can run more effectively, orderly, and efficiently. In other words, the presence of administrative staff significantly contributes to the smooth running of various school activities,

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from data management and providing services to students and parents to ensuring the administrative needs of teachers and the school are met.

Article 39, Paragraph 1 of Law Number 20 of 2003, explains that administrative staff are tasked with carrying out various forms of administration, managing, developing, and supervising, as well as providing the technical services needed to support the educational process in each educational unit. This explanation emphasizes that the role of administrative staff is not merely to assist, but is an integral part of the continuity and quality of educational services in schools.

Administrative staff, as part of the human resources within a school, play a significant role in ensuring the smooth operation of the entire school administration system. Each component of administration is interconnected and cannot function in isolation, requiring specialized expertise, skills, and understanding. The presence of competent, skilled administrative staff who understand their responsibilities is a necessity that cannot be ignored.

However, the reality on the ground shows that many administrative staff still haven't achieved an adequate level of competency. This situation is certainly a problem that must be addressed immediately, as it can directly impact the quality of service and the effectiveness of school operations. The role of administrative staff is often likened to the "soul" that animates the body of a school organization; without good administrative support, various school functions will not function optimally.

Based on the Minister of National Education Regulation No. 24 of 2008 concerning School Administrative Personnel Standards, administrative staff must possess a number of competencies, including personality competency, social competency, technical competency, and managerial competency. One crucial competency is social competency, demonstrated through the ability to provide excellent service. This excellent service is closely related to the attitudes, ethics, and behavior of administrative staff in carrying out their daily duties.

As the department that deals directly with various parties within the school, administrative staff are required to provide the best possible service in assisting every customer, whether students, teachers, parents, or the community, in meeting their needs . the must done with a professional , friendly , fast and precise way , so reflect quality service truly excellent administration .

Service administration at school is one of the component important role big in support smoothness the entire educational process . Administrative staff School (TAS), although often working behind the scenes screen and not always seen by residents school , actually hold position strategic in ensure service administrative walk in a way efficient , fast , and accurate . They play a

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role in managing various administrative needs that form the foundation of teaching and learning activities.

One of the most prominent phenomena in the provision of administrative services in schools is the low quality of service provided, which is largely influenced by the suboptimal development and management of administrative Human Resources (HR). Many administrative staff work without ongoing training, are not equipped with clear operational standards, and lack a comprehensive understanding of the importance of implementing excellent service in their duties. This situation is further exacerbated by minimal managerial attention to the role of administrative staff as an integral part of the public service system in schools.

Social factors developing in society also influence this situation. Public demands for transparency, efficiency, and quality of educational services are increasing. In today's era of digitalization and open information, schools are required to provide administrative services that are not only fast and accurate, but also friendly, humane, and accountable. When schools fail to meet these expectations, public trust in educational institutions can decline.

In this dynamic, the principal plays a central role. In addition to managing the learning process, the principal also acts as a strategic leader responsible for the performance of all school components, including the administrative unit. The strategies implemented by the principal in providing guidance, motivating, and developing the competencies of administrative staff are key factors in achieving excellent service at the school.

In an effort to maximize the excellent service provided by administrative staff, researchers were interested in conducting a study at SMP Negeri 1 Pemulutan Selatan. This school is of particular interest because the principal has implemented various strategies deemed capable of driving improvements in the quality of administrative services. The principal specifically formulated a number of strategic steps to ensure the administrative staff can provide optimal service, resulting in satisfaction among service recipients—students, teachers, and parents.

Furthermore, the administrative staff at SMP Negeri 1 Pemulutan Selatan demonstrates strong collaboration by assisting one another to facilitate the completion of assigned tasks. The primary function of the administrative staff at this school is to assist the school in storing and managing various important archives, including those related to school, student, and teacher data. With proper archive management, the administrative staff can provide the data quickly and accurately when needed. They are also responsible for managing the student and teacher master books, which are crucial documents in educational administration.

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Although within the administrative sphere, the characteristics of school administrative staff differ from those of formal bureaucratic institutions, which tend to operate with rigid work patterns. As part of the educational environment, school administrative staff have additional moral responsibilities, namely instilling positive values, ethics, and good character in students, and providing excellent service to all school members who require administrative services.

For can operate excellent service , the workforce administration school need own various competence , starting from competence personality , competence social , competence technical , up to competence managerial . Fulfillment competence This Of course No let go from role head schools that must capable implementing the right leadership strategy For foster , motivate , and increase professionalism power administration .

RESEARCH METHODS

The method applied in this study uses a qualitative approach with a descriptive approach. This approach was chosen to analyze the strategies implemented by the principal in an effort to improve the excellent service provided by administrative staff at SMP Negeri 1 Pemulutan Selatan. With this approach, researchers can gain a deep understanding of the principal's managerial practices and the administrative staff's experiences in implementing excellent service within the school environment.

This research focuses on how the principal at SMP Negeri 1 Pemulutan Selatan is able to transform various obstacles into constructive solutions. The implemented strategy is understood as a set of policies, approaches, and managerial steps systematically designed and implemented by the principal to effectively manage administrative staff, ensuring the quality of the educational process despite resource constraints.

The data collection techniques used were interviews, observations, and document reviews, then systematically analyzed to provide a clear picture of the managerial processes carried out by the principal. For the data analysis technique, the researcher applied the qualitative data analysis model proposed by Lim (2024), which consists of three main components: Data reduction.

RESULTS AND DISCUSSION

Based on the results of research on the principal's strategy in maximizing excellent service from administrative staff at SMP Negeri 1 Pemulutan

From the results of the data analysis obtained from the research results, namely the

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strategies implemented by the principal in an effort to maximize the excellent service of administrative staff at SMP Negeri 1 Pemulutan Selatan.

1. Internal and external environmental analysis
2. Formulating success indicators
3. Determine targets and goals
4. Choose a strategy that suits the circumstances of the school's administrative staff.

The four strategies implemented were able to boost morale and improve the work methods of administrative staff, thus optimizing service quality. This was demonstrated by the achievement of several indicators of excellent service, such as effectiveness, efficiency, clarity and certainty, timeliness, and responsiveness and adaptability.

The strategy of the principal of SMP Negeri 1 Pemulutan Selatan in maximizing excellent service from school administrative staff can be described in the following diagram:

Diagram 1. The principal's strategy to maximize excellent service to school administrative staff



Implementation of the Principal's Strategy in Maximizing Excellent Service for Administrative Staff at SMP Negeri 1 Pemulutan Selatan.

Based on the presentation of research data regarding the principal's strategy in maximizing excellent service for administrative staff at SMP Negeri 1 Pemulutan Selatan, the researcher concluded and determined the main findings of the research as follows:

1. Provide work motivation
2. Conduct group and personal coaching.
3. Education and training (diklat)
4. Facilitative strategy

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From the results of the research data presentation on the principal's strategy in maximizing excellent service for administrative staff at SMP Negeri 1 Pemulutan Selatan, the researcher drew conclusions as well as findings, namely:

1. The principal's implementation of strategies has proven quite effective in improving the quality of service provided by administrative staff. This is evidenced by the fulfillment of several service success indicators, including: effectiveness, efficiency, clarity and certainty, timeliness, responsiveness, and adaptability.
2. The strategies implemented by the principal of SMP Negeri 1 Pemulutan Selatan have proven quite successful in improving the competency, skills, and experience of administrative staff. These improvements have contributed to improving the quality of administrative staff services, leading to greater excellence .
3. Service recipients showed a high level of satisfaction with the services provided by administrative staff at SMP Negeri 1 Pemulutan Selatan.

Strategy is a crucial step in an educational institution, as formulating the right strategy will enable the school to achieve its desired goals. As the highest leader in an educational institution, the principal must be able to design effective strategies, including those that maximize the excellent service provided by administrative staff. The principal's duties include formulating appropriate strategies for the school, implementing them, and evaluating them.

In the context of school leadership, the principal, as the highest authority, is required to possess managerial and visionary skills in designing various school development strategies. One important aspect that requires special attention is the strategy for improving the excellent service provided by school administrative staff. The principal must be able to assess needs, identify problems, and determine the appropriate policy direction so that administrative staff can provide professional, effective, and satisfaction-oriented services to the school community. Formulating a strategy through an analysis of the internal and external environments, as well as identifying strengths and weaknesses, helps the principal summarize important and relevant facts from the analysis. This allows the principal to identify strategic issues and then formulate a strategy.

Strategy formulation is the process of preparing steps to front For achieve the targets that have been set set . In this process , there are a number of stages that must be carried out so that the resulting strategy right , especially the strategy for increase excellent service administration school , as implemented by the principal of SMP Negeri 1 Pemulutan Selatan. In formulate strategies for objective said , head school take a number of steps , including as following :

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1. **Internal and external environmental analysis**

Environment is one of the component important in education . Environment own various type forms , which are mutually influence One each other according to its function , as well as play a role in smooth process and results education . According to Salusu , environment is all things that surround and influence development institution education . Wahyudi also stated that environment is factor important supporting success something organization in face competition .

Environment organization shared into two, namely internal environment and external environment external environment external be outside organization , whereas the internal environment is inside organization .

In a way area , environment covers climate , conditions geographical , place stay , custom customs , knowledge , education , and nature . In other words, the environment is all something that is around life human and continue developing . Environment covers everything that exists is good man and object artificial humans , nature in motion and No move , and incident or things that have connection with life somebody .

Based on these opinions, it can be understood that the concept of environment has two important points. First, the environment encompasses all things or elements outside the educational institution. Second, the environment also encompasses all things or elements within the educational institution that influence the course of education.

2. **Success Indicators of the Principal's Strategy in Maximizing Excellent Service for School Administrative Staff**

One of the steps in formulating a strategy undertaken by the principal of SMP Negeri 1 Pemulutan to maximize excellent service from administrative staff is to assess the school environment through an environmental analysis. This analysis encompasses conditions, situations, circumstances, events, and influences within and around the school. All of these factors are assessed because they can impact school life, including internal strengths and weaknesses, as well as external opportunities and challenges.

a. The internal environment includes:

1) Strength of school administrative staff

The principal of SMP Negeri 1 Pemulutan conducted an analysis of the situation and positive capabilities of the administrative staff, enabling them to provide excellent service. Through this analysis, the principal was able to understand the strengths of the existing administrative staff and strive to maintain these strengths.

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2) Weaknesses of school administrative staff

The principal of SMP Negeri 1 Pemulutan conducted an analysis of the negative situation and weaknesses of the administrative staff, which could hinder their performance and service delivery. By identifying these weaknesses, the principal can formulate appropriate strategies to address them and improve the capabilities of the administrative staff, enabling them to provide superior service.

b. The external environment includes:

1) Opportunity

The principal of SMP Negeri 1 Pemulutan conducted an analysis of the situation and external factors that constitute opportunities, which can support administrative staff in providing excellent service.

2) Challenges/Threats

The principal of SMP Negeri 1 Pemulutan analyzed external threats that could potentially hinder the administrative staff from providing excellent service. By understanding these threats, the principal can formulate appropriate strategies to ensure the administrative staff can continue to provide optimal service.

The principal of SMP Negeri 1 Pemulutan formulated indicators for the success of excellent administrative staff service as a measure to determine the effectiveness of the implemented strategy. The goal was to assess whether the strategy was able to improve the quality of administrative staff service.

Several indicators have been formulated based on a combination of strengths and opportunities, namely the capabilities and skills of administrative staff and the targets or goals of excellent service aimed at the public and stakeholders. This combination of strengths and opportunities includes, among other things:

a. Effective

The services provided by administrative staff must be effective, namely placing more emphasis on achieving the goals and targets that have been set.

b. Efficient

Efficiency can be defined as achieving goals optimally, quickly, precisely, and as expected while minimizing the use of resources. These resources include manpower, costs, and time.

c. Clarity and Certainty

Clarity and certainty mean that procedures and service methods must be transparent, including the required requirements. This includes both technical and administrative

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requirements.

d. Punctuality

This criterion means that every service to the community must be completed within the specified timeframe.

e. Responsive

The services provided are responsive, meaning that administrative staff are quick to respond to the problems, needs and aspirations of the community they serve.

f. Adaptive

The services provided must be able to adapt to the demands, needs and aspirations of the community being served, and must always be dynamic.

3. Choose the right strategy

After completing the three previous stages, the final step undertaken by the principal of SMP Negeri 1 Pemulutan Selatan in the strategy formulation process was to determine the most appropriate strategy to improve the excellent service provided by the school's administrative staff. The principal selected four main strategies:

a. Providing work motivation

b. Group and personal coaching

c. Education and training (diklat)

d. Facilitative strategy

The principal of SMP Negeri 1 Pemulutan Selatan implemented four strategies to maximize the excellent service provided by the school's administrative staff. Through these strategies, the principal can motivate and motivate the administrative staff to provide truly optimal service. The strategies implemented by the principal of SMP Negeri 1 Pemulutan Selatan to maximize the excellent service provided by the administrative staff are:

a. Providing work motivation

The principal of SMP Negeri 1 Pemulutan Selatan provides work motivation to the school's administrative staff to encourage them to work with total dedication and provide excellent service. This motivation is delivered through various means, including spreading positive energy, appreciating every effort of the administrative staff, instilling confidence in their ability to complete their work well, and giving awards to administrative staff who excel. Work motivation serves as a stimulus that raises the enthusiasm and encouragement for administrative staff in

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carrying out their duties. With the right motivation, administrative staff will feel happy and enthusiastic, which ultimately improves the quality of service at the school.

The principal of SMP Negeri 1 Pemulutan Selatan provides regular and continuous work motivation to encourage administrative staff to work with total dedication and provide excellent service to all school members, both internal and external. The results of the study indicate that the principal's motivation plays a significant role in improving excellent service, as it can boost morale and encourage administrative staff to provide the best service. Administrative staff stated that the principal's motivation makes them feel appreciated, recognized, and motivated to excel.

Based on the description above, it can be concluded that the first strategy implemented by the principal of SMP Negeri 1 Pemulutan to improve the excellent service provided by administrative staff was to provide work motivation. This strategy has proven effective in encouraging and motivating administrative staff to provide maximum and excellent service.

b. Group and personal coaching

Implementing coaching is the principal's responsibility and responsibility. To ensure that coaching is targeted and meets the needs and demands of administrative staff, the principal must possess strong school management skills. With these skills, the principal can provide direction and guidance that supports the work of administrative staff. To maximize the excellent service provided by administrative staff, the principal of SMP Negeri 1 Pemulutan Selatan regularly conducts coaching. This coaching is implemented in two ways:

a. Group coaching

Group coaching was conducted by gathering all administrative staff at SMP Negeri 1 Pemulutan to hold dialogues and discussions. There are four areas of coaching focus:

1. Personality competency: The principal fosters and strengthens the character of administrative staff, including integrity, noble morals, positive work ethic, self-confidence, discipline, creativity, innovation, and responsibility.

2. Social competence: The principal fosters the social skills of administrative staff, such as excellent service, teamwork, effective communication, organizational awareness, and building good working relationships.

3. Technical competence: The principal develops the technical skills of administrative staff, including school administration, personnel administration, financial administration, facilities and infrastructure administration, curriculum administration, correspondence and archiving administration, and student administration.

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4. Managerial competence: The principal develops the managerial abilities of administrative staff, including preparing work programs and reports and organizing staff effectively.

b. Personal development

The principal of SMP Negeri 1 Pemulutan Selatan provides two direct coaching methods. First, individual coaching, which is coaching given to each staff member, using techniques such as dialogue, discussion, individual guidance, or demonstrations. Second, group coaching, which is coaching carried out collectively, using techniques such as discussions, work meetings, training, workshops, demonstrations, exhibitions, and field trips. The coaching material usually consists of messages or information, whether in the form of ideas, data, or facts, which are expected to bring about change in a more positive direction.

Based on the description above, it can be concluded that the strategy implemented by the principal of SMP Negeri 1 Pemulutan Selatan to maximize excellent service to administrative staff is through coaching, both in groups and individually. This coaching aims to provide closer and more intensive guidance to administrative staff, so that they continue to develop and are able to provide optimal service.

c. Education and training

The principal of SMP Negeri 1 Pemulutan provides opportunities for his administrative staff to participate in education and training. Typically, several administrative staff are delegated to attend training organized by various agencies, such as the Provincial Education Office. Administrative staff regularly attend this training to gain knowledge related to their main duties, gain an understanding of managerial, technical, social, and personality competencies related to administrative management, and be able to apply these competencies in their daily activities. Furthermore, education and training also help administrative staff adapt to technological developments and apply them in the field.

The administrative staff at SMP Negeri 1 Pemulutan Selatan have participated in offline and sometimes online education and training programs, particularly during the pandemic in recent years. These new skills certainly need to be studied and explored so that the administrative staff can adapt to current developments. By participating in these education and training programs, the administrative staff at SMP Negeri 1 Pemulutan Selatan have gained a wealth of new knowledge and experience regarding technical matters related to school administration. With this new knowledge and experience, the administrative staff can continuously improve the quality

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of their services and provide truly excellent service.

d. Facilitative strategy

Implementing a social change program with a facilitative strategy means achieving the established social change goals, focusing on providing facilities so that the program runs easily and smoothly.

The principal of SMP Negeri 1 Pemulutan Selatan has provided adequate facilities to support the work of the administrative staff. These facilities allow the administrative staff to focus more on their work and provide excellent service.

Providing adequate facilities is crucial for the principal, as it is a key factor in ensuring smooth service delivery. Some of the facilities provided include computers, office supplies, a high-quality internet connection, and other facilities needed by the administrative staff at SMP Negeri 1 Pemulutan Selatan.

Results of the Principal's Strategy in Maximizing Excellent Service for School Administrative Staff.

The strategies implemented by the principal of SMP Negeri 1 Pemulutan Selatan have proven to be quite effective in encouraging administrative staff to provide truly excellent service. This is evidenced by the level of satisfaction of service recipients. As previously explained, the principal implemented four main strategies to maximize excellent service for administrative staff: providing work motivation, conducting group and individual coaching, delegating administrative staff to education and training, and facilitative strategies. The implementation of these strategies has been proven to improve the knowledge, experience, and skills of administrative staff. This increased competence ultimately has a direct impact on service quality, resulting in excellent service.

Excellent service literally means providing the best possible service. Excellent service is a superior service model in modern management that emphasizes customer care.

Service excellence is conceptually defined as the effort to provide the best, highest-quality service to service users. This term refers not only to meeting basic customer needs but also encompasses an organization's ability to deliver a service experience that exceeds expectations, thereby fostering satisfaction and trust in the institution providing the service.

From a modern management perspective, excellent service is understood as a pattern of superior service that places customer care as the primary focus. This approach demands a

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professional, responsive attitude, and ongoing commitment from all elements of the organization in providing service . Thus , excellent service becomes an integral part of management strategy For increase quality services and building image positive institution .

Following This will described results implementation of the strategy of the principal of SMP Negeri 1 Pemulutan Selatan in maximize excellent service administration .

1. The implementation of the strategy by the principal of SMP Negeri 1 Pemulutan Selatan has been proven Enough effective in maximize excellent service administration . This can be seen from the fulfillment of several indicators of excellent service success, including:

a. Effective

The services provided by the administrative staff at SMP Negeri 1 Pemulutan Selatan are effective, namely focused on achieving the goals and targets set by the administrative staff.

b. Efficient

The administrative staff service at SMP Negeri 1 Pemulutan Selatan is efficient, namely carried out by achieving goals optimally, quickly, precisely, and according to expectations by minimizing the use of resources, such as manpower, costs, and time.

c. Clarity and Certainty

The services provided by the administrative staff at SMP Negeri 1 Pemulutan Selatan are clear and definite, meaning that every procedure and service method can be easily understood , and all the required requirements, both technical and administrative, are clearly and consistently defined.

d. Punctuality

The services provided by administrative staff at SMP Negeri 1 Pemulutan Selatan are timely, meaning that every service to the community is completed according to the specified time period.

e. Responsive

The services provided by the administrative staff at SMP Negeri 1 Pemulutan Selatan are responsive, meaning they are able to respond quickly to every problem, need, and aspiration from the public they serve.

f. Adaptive

The services provided by the administrative staff at SMP Negeri 1 Pemulutan Selatan are dynamic, meaning they are able to adapt to the demands, desires and aspirations of the public they serve on an ongoing basis.

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2. The implementation of the strategy carried out by the principal of SMP Negeri 1 Pemulutan Selatan successfully improved the competence, skills, and experience of the school's administrative staff. These improvements resulted in improved and superior service quality for the administrative staff. This demonstrates that the principal's strategy is effective in creating positive change, particularly regarding improving administrative staff service at the school .

3. Service recipients expressed high levels of satisfaction with the services provided by the administrative staff at SMP Negeri 1 Pemulutan Selatan. This demonstrates the success of the strategy implemented by the principal. From this description, it can be concluded that the principal of SMP Negeri 1 Pemulutan Selatan successfully implemented the strategy effectively, thus achieving the established target of improving the excellent service provided by the school's administrative staff.

Good service can meet customer expectations, and service quality is measured by the extent to which customer expectations and needs are met. The concept of Service Excellence is a development of Customer Care and Customer Service, emphasizing providing the best service with a customer-centered focus, thus achieving optimal customer satisfaction.

In addition to providing satisfaction to customers, excellent service will have several implications for the academic community at SMP Negeri 1 Pemulutan Selatan. Some of the implications of excellent service from administrative staff for the academic community at SMP Negeri 1 Pemulutan Selatan will be explained below:

1. The excellent service provided by the administrative staff makes the academic community feel satisfied and comfortable, so that they increasingly trust and are confident in using the services provided by the school's administrative staff.
2. Excellent service from administrative staff makes it easier for the academic community, especially students and teachers, to carry out the learning process, so that teaching and learning activities can take place smoothly and optimally.
3. The excellent service provided by administrative staff contributes to building a positive image for the institution. Satisfied service recipients often share their experiences with colleagues, family, and the wider community, indirectly promoting the school and enhancing its public reputation.

CONCLUSION

The strategy implemented by the principal of SMP Negeri 1 Pemulutan Selatan to maximize the excellent service of administrative staff is carried out through four stages, namely: 1) analyzing

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the internal and external environment, 2) formulating indicators of administrative staff success, 3) setting measurable targets and objectives, and 4) selecting the most appropriate strategy. By carrying out these four stages, the principal successfully implemented an effective strategy to maximize the quality of administrative staff service at the school.

The strategies implemented include: providing work motivation, conducting coaching both in groups and individually, delegating administrative staff to participate in education and training, and providing adequate facilities to support the work of administrative staff (facilitative strategies). The principal of SMP Negeri 1 Pemulutan Selatan implemented these four strategies to improve the excellent service of the school's administrative staff. The strategies implemented by the principal of SMP Negeri 1 Pemulutan Selatan include: 1) providing work motivation, 2) coaching in groups and individually, 3) education and training, and 4) facilitative strategies.

The implementation of these four strategies has successfully brought about positive changes, with administrative staff experiencing increased competency and skills, gaining new experiences, and being able to adapt to technological developments. This increased competency, skills, and experience has a direct impact on the quality of administrative staff services, resulting in truly excellent service.

The results of the Principal's strategy implementation carried out by the principal of SMP Negeri 1 Pemulutan Selatan have proven to be able to provide a significant impact on maximizing the excellent service of the school's administrative staff. This can be seen from the fulfillment of various service quality indicators that serve as benchmarks for success, including: effective, efficient, clear and definite service, timely, responsive, and adaptive. The fulfillment of these indicators shows that the strategy implemented by the principal has not only succeeded in maximizing the excellent service of the administrative staff, but also overall increased the satisfaction of service recipients, both from students, teachers, and the community concerned, so that the services provided truly reflect excellent standards.

Supporting factors in maximizing excellent service from administrative staff at SMP Negeri 1 Pemulutan Selatan include the principal's strong commitment and leadership in fostering and motivating administrative staff through coaching, training, and the provision of work facilities. The school's vision, which focuses on educational quality, also encourages all members of the school community to provide the best possible service. Furthermore, a clear regulatory framework regarding the duties and competencies of administrative staff, strong inter-staff collaboration, and community demand for prompt and transparent service contribute to the realization of more optimal administrative services.

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The inhibiting factors faced include the unequal competence of administrative staff, particularly in the aspects of excellent service and the use of technology . training sustainable and not yet optimally implementation standard operational procedure cause service Not yet walk in a way consistent . Besides that , still found problem discipline , limitations adaptation to development technology , as well as low awareness part power administration to role strategic they as the vanguard service public at school , so that impact on quality services provided .

Impact from condition service administration schools at SMP Negeri 1 Pemulutan Selatan can felt in a way directly by all inhabitant school . If factor supporters can maximized , service administration become more fast , precise , and friendly , so increase satisfaction students , teachers, and parents . Good service also helps smoothness activity Study teaching , creating environment orderly work , and increase image school in the eyes public .

Can concluded that implementation of the strategy of the principal of SMP Negeri 1 Pemulutan Selatan in maximize excellent service administration school proven succeed bring significant changes to quality service power administration at school The strategies implemented , such as giving motivation , coaching Good in a way group and individuals , education and training , and provision adequate facilities , successful increase competence , skills , and professionalism power administration , so that they capable Work more maximum and provide truly excellent service .

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