

Providing Education on Excellent Service Skills for Female Students of Hidayatullah Islamic Vocational School in Batam City Indonesia

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Abstract

This community service initiative focuses on imparting essential service skills to female students of Hidayatullah Islamic Vocational School in Batam City, Indonesia. Recognizing the significance of excellent service in various professional spheres, particularly in the context of a rapidly evolving global economy, this program aims to empower young women with the knowledge necessary to excel in service-oriented roles. Through a series of interactive education, participants are equipped with fundamental service principles, communication techniques, and interpersonal skills. Moreover, emphasis is placed on instilling confidence, resilience, and a strong sense of professionalism among the students, enabling them to navigate challenges and seize opportunities in the dynamic service industry. By fostering a culture of excellence and service-mindedness, this initiative not only enhances the prospects of the participants but also contributes to the socio-economic development of the community at large. Through collaborative efforts with participants and educational institutions, this program seeks to foster a supportive environment acquire valuable skills, knowledge, and confidence to succeed in service-oriented roles in Batam City in general and at school in particular.

Keywords: Service skills, Education, Empowerment, Female students, Batam City

Abstrak

Kegiatan pengabdian kepada masyarakat ini berfokus pada memberikan keterampilan layanan yang penting kepada siswa Sekolah Menengah Kejuruan Islam Hidayatullah di Kota Batam, Indonesia. Menyadari pentingnya layanan yang baik di berbagai bidang profesional, terutama dalam konteks ekonomi global yang berkembang pesat, program ini bertujuan untuk memberdayakan wanita muda dengan pengetahuan yang diperlukan untuk unggul dalam peran yang berorientasi pada layanan. Melalui serangkaian pendidikan interaktif, peserta dilengkapi dengan prinsip-prinsip dasar layanan, teknik komunikasi, dan keterampilan interpersonal. Selain itu, penekanan diberikan pada penanaman rasa percaya diri, ketahanan, dan sikap profesionalisme yang kuat di antara para siswa, memungkinkan mereka untuk mengatasi tantangan dan memanfaatkan peluang di industri layanan yang dinamis. Dengan mendorong budaya keunggulan dan orientasi pelayanan, inisiatif ini tidak hanya meningkatkan peluang para peserta tetapi juga berkontribusi pada pengembangan sosial-ekonomi komunitas secara keseluruhan. Melalui upaya kolaboratif dengan peserta dan lembaga pendidikan, program ini bertujuan untuk menciptakan lingkungan yang mendukung untuk memperoleh keterampilan, pengetahuan, dan kepercayaan diri yang berharga untuk berhasil dalam peran yang berorientasi pelayanan di Kota Batam secara umum dan di sekolah secara khusus. Kata kunci: Keterampilan pelayanan, Pendidikan, Pemberdayaan, Siswa perempuan, Kota Batam.

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INTRODUCTION

In today's increasingly service-oriented global economy, possessing excellent service skills is paramount for success in various professional domains. Recognizing the pivotal role of education in equipping individuals with the necessary competencies to thrive in service-oriented roles, particularly in the context of Batam City, Indonesia, this community service initiative aims to provide comprehensive education on excellent service skills for female students of Hidayatullah Islamic Vocational School. Batam City, situated in the Riau Islands Province of Indonesia, is a bustling hub of economic activity, with a burgeoning service sector that offers numerous employment opportunities for skilled individuals (Central Bureau of Statistics, 2023).

The Importance of service skills education, education on service skills is indispensable in today's service-driven economy. According to Smith and Love (2019), service skills encompass a wide range of competencies, including

effective communication, problem-solving, interpersonal skills, and professionalism, which are essential for delivering exceptional service experiences to customers or clients. In the context of Batam City, where the service sector plays a significant role in driving economic growth, the demand for individuals with proficient service skills is particularly high (Jones & Brown, 2021). Moreover, with the increasing globalization of markets and the advent of digital technologies, the nature of service provision has become more complex, necessitating a higher level of skill and adaptability among service providers (Gonzalez et al., 2022).

Empowering female students with excellent service skills is not only crucial for their personal and professional development but also for advancing gender equality and inclusivity in the workforce. In many societies, including Indonesia, women continue to face systemic barriers to accessing education and employment opportunities (United Nations Development Programme, 2020). By providing education on service skills specifically tailored to female students, this community service initiative seeks to address these disparities and empower young women to pursue fulfilling careers in the service sector. Additionally, equipping female students with the confidence and capabilities to excel in service-oriented roles can contribute to narrowing the gender gap in the workforce and fostering a more equitable society (World Bank, 2018).

The Context of Hidayatullah Islamic Vocational School, Hidayatullah Islamic Vocational School, located in Batam City, Indonesia, serves as the focal point for this community service initiative. Established with the mission of providing quality education grounded in Islamic principles, the school offers vocational programs aimed at preparing students for various professional pathways, including those in the service sector (Hidayatullah Islamic Vocational School, 2023). With a diverse student body comprising predominantly female students, the school presents an opportune setting for implementing education initiatives tailored to enhancing service skills among young women.

Objectives of the community service activities, the primary objective of the community service activities is to equip female students of Hidayatullah Islamic Vocational School with the knowledge, skills, and confidence necessary to excel in service-oriented roles. Specifically, the activities aim to:

(1) Provide comprehensive education on fundamental service principles and techniques. (2) Foster the development of communication, problem-solving, and interpersonal skills among students. (3) Cultivate a sense of professionalism, resilience, and confidence among female students. (4) Empower female students to pursue career opportunities in the service sector and contribute positively to the socio-economic development of Batam City.

Structure of the report, this report will outline the community service activities undertaken to achieve the aforementioned objectives, including the methodologies employed, the content of the educational sessions (Lapotulo et al., 2024), the participation and feedback from students, and the overall impact of the initiative on the target beneficiaries.

In summary, this introduction sets the stage for the community service activities aimed at providing education on excellent service skills for female students of Hidayatullah Islamic Vocational School in Batam City, Indonesia. By addressing the importance of service skills education, empowering female students, contextualizing the initiative within the framework of Hidayatullah Islamic Vocational School, outlining the objectives, and previewing the structure of the report, this introduction lays the foundation for a comprehensive examination of the community service activities and their outcomes.



Figure 1 Skills Education Participants Source: Author's Process

LITERATURE REVIEW

In the realm of service management and marketing, the concept of "excellent service" has garnered significant attention as organizations strive to differentiate themselves in increasingly competitive markets. Excellent service is often synonymous with superior quality, exceeding customer expectations, and creating memorable experiences that foster loyalty and advocacy. This literature review explores key theories, frameworks, and empirical studies related to excellent service, shedding light on its conceptualization, measurement, antecedents, and outcomes.

At the heart of excellent service lies the fulfillment of customer needs and desires in a manner that surpasses their expectations (Zeithaml et al., 2006). According to Parasuraman et al. (1985), excellent service can be conceptualized through the lens of the "gap model," which identifies five gaps that may occur in the service delivery process, leading to variations in service quality. These gaps include the discrepancy between customer expectations and perceptions, as well as internal gaps within the organization regarding service design, delivery, and communication.

Measuring excellent service poses a considerable challenge due to its subjective nature and the multiplicity of factors influencing customer perceptions. Researchers have developed various instruments and scales to assess service quality and excellence, including the SERVQUAL model (Parasuraman et al., 1988), which measures the gap between customer expectations and perceptions across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Other frameworks, such as the European Customer Satisfaction Index (ECSI) model (Fornell et al., 1996), emphasize customer satisfaction as a key indicator of service excellence.

The pursuit of excellent service yields numerous benefits for organizations, employees, and customers alike. Research indicates that organizations known for delivering excellent service enjoy higher customer satisfaction, loyalty, and retention rates (Reichheld, 1996). Furthermore, excellent service contributes to positive word-of-mouth, brand reputation, and competitive advantage in the marketplace (Rust & Zahorik, 1993). From an employee perspective, the provision of excellent service enhances job satisfaction, motivation, and engagement, leading to higher levels of performance and organizational commitment (Hallowell, 1996).

Achieving and sustaining excellent service requires a strategic approach encompassing organizational, operational, and customer-centric initiatives. Service excellence frameworks, such as the Total Quality Management (TQM) approach (Deming, 1986), emphasize continuous improvement, employee involvement, and customer focus as fundamental principles for achieving service excellence. Moreover, service recovery strategies, including empowerment, apology, and compensation, are instrumental in restoring customer confidence and loyalty in the event of service failures (Hart et al., 1990).

The cultural context significantly influences perceptions and expectations of service excellence, necessitating a nuanced understanding of cultural differences and preferences (Hofstede, 1980). Cross-cultural studies have highlighted variations in service expectations, communication styles, and service encounters across different cultural contexts (Keillor et al., 2001). As organizations expand globally, cultural sensitivity and adaptation become essential strategies for delivering excellent service experiences that resonate with diverse customer segments.

Despite its undeniable benefits, achieving and maintaining excellent service poses several challenges for organizations, including resource constraints, employee turnover, and evolving customer preferences (Grönroos, 2000). Furthermore, the digitization of service delivery and the rise of new technologies introduce complexities and opportunities for redefining service excellence in the digital age (Parasuraman & Colby, 2015). Future research directions may explore the integration of technology, artificial intelligence, and data analytics in enhancing service excellence, as well as the role of sustainability and social responsibility in shaping customer perceptions of excellent service.

In conclusion, excellent service represents a multifaceted concept encompassing superior quality, customer satisfaction, and organizational excellence (Lapotulo et al., 2024). Through the lens of the theoretical insights, this literature review has provided a comprehensive overview of the conceptualization, measurement, antecedents, outcomes, strategies, and cultural dimensions of excellent service. As organizations continue to prioritize service excellence as a strategic imperative, ongoing research and practice are essential for navigating challenges, leveraging opportunities, and delivering exceptional service experiences that drive customer loyalty and sustainable business success.



Figure 2 Resource Person Source: Author's Process

IMPLEMENTATION METHOD

The implementation method for providing education on excellent service skills for female students of

Hidayatullah Islamic Vocational School in Batam City, Indonesia, is a comprehensive and semi structured approach designed to equip participants with the necessary knowledge, skills, and confidence to excel in service oriented roles. This method encompasses various stages, from initial planning and educational development to facilitation, and continuous evaluation. By following this method, organizers aim to create a supportive learning environment that fosters active engagement, practical skill-building, and long-term empowerment for participants.

Central to the implementation method is the facilitation and hands-on activities aimed at engaging participants actively and promoting lectur and experiential learning. Facilitators undergo training to enhance their instructional skills, communication abilities, and understanding of service principles. The Educations are designed to be dynamic, participatory, and tailored to the diverse learning styles and preferences of participants.

Question and answer simulations are integrated into education sessions to provide opportunities for participants to apply theoretical knowledge in real-world scenarios. These activities enable participants to develop critical thinking skills, problem-solving abilities, and interpersonal competencies essential for success in service-oriented professions. Additionally, guest speakers are lecturer from a well-known campus in Batam share their insights, experiences, and best practices, providing valuable exposure for participants. Effective resource allocation is essential to support instructional delivery and participant engagement throughout the implementation process. Suitable classroom equipped with necessary furniture, audiovisual equipment, and learning materials to facilitate effective learning experiences.

Evaluation and continuous improvement are integral components of the implementation method, aimed at assessing program effectiveness, participant satisfaction, and learning outcomes. Feedback mechanisms, including surveys, focus groups, and reflective discussions, are established to solicit input from participants and facilitators. This feedback is used to inform ongoing adjustments and refinements to the instructional methods, and resource allocation, ensuring alignment with participant needs. Long-term impact assessment implies longitudinal studies and follow-up evaluations that capture and measure the continued effects of the initiative on participant. By keeping track of the results within a certain period, the organizers will be able to determine the areas of success to be celebrated and those that require more efforts to improve the overall effectiveness and sustainability.

The implementation method for providing education on excellent service skills for female students of Hidayatullah Islamic Vocational School in Batam City, Indonesia, is a multifaceted and systematic approach aimed at empowering participants with the knowledge, skills, and confidence to succeed in service-oriented professions. Through comprehensive needs assessment, learning development, educational facilitation, resource allocation, and continuous evaluation, organizers create a supportive learning environment that fosters active engagement, practical skill-building, and long-term empowerment for participants. By following this method, organizers can ensure the effective delivery of education on excellent service skills, ultimately contributing to the socio- economic development and prosperity of the community.

The location of this community service activity was carried out at Hidayatullah Vocational School Batam, Brigjen Katamso Street, RT 03 RW 03, Tanjung Uncang, Batu Aji District, Batam City, Riau Islands Province. choosing Hidayatullah Vocational School as the location for the community service activities aligns with the initiative's goals of empowering female students with excellent service skills, addressing local needs, and fostering collaboration within the Batam Tourism Polytechnic and Hidayatullah Vocational School Batam. Has classrooms and adequate facilities for carrying out educational activities and discussions. The mentoring process is carried out by the service team (Batam Tourism Polytechnic lecturer) with the School Principal and female students of Hidayatullah Islamic Vocational School. This activity was carried out in February 2024.

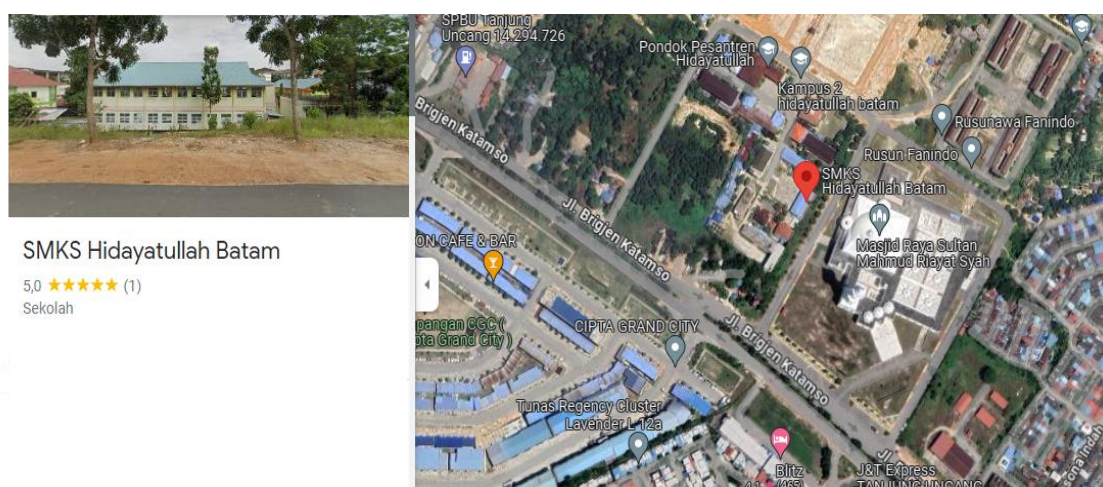


Figure 3 Location of Hidayatullah Vocational School

Source: <https://www.google.com/maps/place/SMKS+Hidayatullah+Batam>

RESULTS AND DISCUSSION

The results and discussion of the community service activities aimed at providing education on excellent service skills for female students of Hidayatullah Islamic Vocational School in Batam City, Indonesia, highlight the transformative impacts and multifaceted outcomes of the initiative. Through a combination of interactive discussion and collaborative learning experiences, participants have demonstrated significant advancements in their understanding of service principles, communication techniques, and professional competencies relevant.

Participants have showcased notable advancements in their mastery of service-related skills and interaction teamwork. Through hands-on practise students have honed their ability to address customer needs, resolve conflicts, and deliver service experiences. The acquisition of practical knowledge and experiential learning opportunities equips participants with the confidence and capabilities to excel in diverse service-oriented roles, contributing to their employability and career advancement prospects.

Despite the positive outcomes achieved, the community service activities have encountered various challenges and lessons learned along the way. Logistical constraints dan time limitations barriers have posed challenges to program implementation and participant engagement. Furthermore, the need for ongoing support, mentorship, and follow-up activities to sustain the momentum and impact of the initiative remains a priority. Lessons learned include the importance of flexibility, adaptability, and sensitivity in designing and delivering educational programs tailored to the needs and context of participants.

Looking ahead, future directions for the community service activities include expanding reach and impact through strategic partnerships, innovative delivery models, and technology integration. Leveraging digital platforms, online learning resources, and virtual mentorship opportunities can enhance accessibility, scalability, and inclusivity, reaching a broader audience of female students beyond traditional classroom settings. Furthermore, efforts to promote sustainability, continuity, and institutionalization of the initiative through advocacy, policy support, and stakeholder engagement are essential for ensuring long-term impact and legacy.

The results and discussion of the community service activities regarding providing education on excellent service skills for female students of Hidayatullah Islamic Vocational School in Batam City, Indonesia, underscore the transformative power of education in shaping the lives and futures of participants. Through skill development, the activity contributes to building a more inclusive, resilient, and prosperous community where individuals thrive, opportunities abound, and service excellence becomes a hallmark of Batam City's identity on the global stage.



Figure 4 Educational Activities Source: Author's Process

CONCLUSION

The conclusion of the community service activities aimed at providing education on excellent service skills for female students of Hidayatullah Islamic Vocational School in Batam City, Indonesia, highlight the transformative impacts and multifaceted outcomes of the activity. Through a combination of interactive education, practical exercises, and collaborative learning experiences, participants have demonstrated significant advancements in their understanding of service principles, communication techniques, and professional competencies relevant to the service industry.

Engagement in the community service activities has empowered female students to embrace their potential, pursue their aspirations, and overcome societal barriers to success. By providing a supportive learning environment, mentorship opportunities, and positive reinforcement, the activities instil a sense of self-confidence, resilience, and determination among participants. Empowered with newfound skills and knowledge, students are better equipped to navigate challenges, seize opportunities, and pursue their professional goals with conviction.

Furthermore, the activities have fostered meaningful engagement and collaboration among students and educators. Through resource persons, participants have gained description exposure to real-world in service environments, fostering their role as active contributors to development and well-being. The long-term socio-economic impact of the activities extends beyond individual participants to encompass benefits, including economic growth, and innovation. When as graduates enter the workforce or pursue higher education opportunities, their enhanced skills, professionalism, and service orientation will contribute to driving economic prosperity and strengthen Batam City's reputation as a center of service excellence in general and in schools in particular.

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