

Customer Service Perspectives and their Impacts on the Performance of Training Institutions in Indonesia

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Abstract: *This study discusses, among others, the availability of training staff and their inadequate welfare both in terms of quantity and quality, limited infrastructure and training facilities that have not been optimally utilized by training institutions. Inadequate training funding to support the quality of training, as well as inefficient and effective training processes. The problem of job training institutions which are about developing quality human resources is now increasing, both in terms of quantity and quality. Because training institutions, in addition to being seen as agents of change, are also a strategic medium in processing and preparing creative and productive future generations for nation building. As a strategic institution, job training institutions can be used as the spearhead in solving every problem faced by humans. This study shows the results of hypothesis testing that there is a positive and significant influence between the perspective of customer satisfaction services on the performance of training institutions. These results indicated by the magnitude of the constants of 1.374 with a standard error of 0.126 and t amounted to 10.927, which means significant at the 1 percent level of significance. The coefficient of customer satisfaction service perspective is 0.571 with a standard error of 0.039 and a standardized beta coefficient of 0.582 with a t value of 14.631 which means that there is a positive and significant effect between the customer satisfaction service perspective on the performance of the training institution at a significance level of 1 percent.*

Keywords: perspective, customer service, performance, training institutions

1. Introduction

The principles of training can be stated, including: training is held in a professional and accountable manner and is not discriminatory by upholding human rights, religious values, cultural values, and national diversity. The training is held as a systemic unit with an open and meaning system. The training was held as a process of civilizing and empowering the participants which took place over a certain period of time. The training was held by giving an example, building a will, and developing the creativity of the trainees in the learning process. The training was held by developing knowledge, skills and work attitudes for all members of the community. The training was held by empowering all components of the community through participation in the organization and quality control of training services.

The development of the quality of job training institutions in Indonesia in the last few years has been in very poor condition. It is not only the academic quality of training that has declined, but also moral and emotional training is also questionable. This situation occurs because our job training institutes are held in a prolonged period and not given autonomy to develop creativity. In addition, the current phenomenon of many job training institutions tends to only seek financial gain alone, without regard to and considering the quality of training, the training process and the quality of its graduates. In this context, job training institutions that act as agents of change should not be trapped in ivory towers for their graduates; instead work training institutions should be a place to invest investment assets for the nation's future development.

This research is important, because based on government data, only 5.6 million workforce currently (2020) have and are currently enjoying pre-work training in job training institutions which are also very minimal in terms of facilities and human resources. This data shows that the democratization of job training institutions, equity and justice to access and obtain opportunities to practice in job training institutions in Indonesia is still far from expectations. Therefore, the government must encourage and support the presence of private employment training institutions that are managed by the community while continuing to foster and control continuously about its overall quality, both the quality of processes, facilities and infrastructure, especially the quality of its graduates.

1.1. Background of the Study

This research is motivated by a preliminary study conducted by researchers in the framework of preparing the preparation of a dissertation. This study shows that the performance conditions of job training institutions are generally inadequate. Whereas in carrying out their functions as job training institutions, they have not implemented the national work training system law to the fullest. This can be seen from only 46 respondents out of 127 respondents (37.2%) who stated strongly agree with this statement. In relation to the performance of the development of job training institutions, only 41 respondents (32.3%) strongly agreed that job training institutions carried out a proportion training staff who are in line with their competency development. As for the performance indicators that the job training institute performs a knowledge management system service, only 38 respondents (29.9%) stated strongly agree.

The statement that the job training institute increased performance-based incentives for Pelath staff and support staff, was only supported by 42 respondents (33.1%) who strongly agreed. As for the statement that the job training institute accredited the training program, it was only supported by 49 respondents (38.6%) who stated strongly agreed. This study realizes that the problem of the low performance of job training institutions as illustrated in the above reality needs to be overcome. Therefore this research will focus on the application of the balanced scorecard as a tool that is expected to improve the performance of job training institutions.

1.2. Hypothesis

- 1) There is a dominant factor in developing customer service at job training institutions in Indonesia.
- 2) There is a significant influence between the perspective of customer satisfaction services on the performance of job training institutions in Indonesia.
- 3) There is a dominant factor in developing the performance of job training institutions in Indonesia.

1.3. Significance of the Study

The benefits of this research are to be used as much as possible for the interests of the community in the field of job training, or in particular is useful as information for management applications that can be used by stakeholders of job training institutions in Indonesia.; This research is also useful as material for the development of job training institutions and Indonesian government regulations; Useful as a reference for further studies or research for researchers in regional and national training strategies.

1.4. Scope and Limitation

The scope of this study includes the following: The study was conducted at job training institutions in Indonesia. The research subjects included five variables, namely the perspective of learning and organizational growth, internal business processes, financial accountability, the perspective of stakeholders or customers, and the performance of job training institutions in job training institutions in Indonesia. The time of research is June 2020. The data used in this study were derived from primary data from resource persons, namely students, lecturers and employees in the three private work training institutions studied. In addition, secondary data jufa is used which is derived from statistical information of job training institutions in Bekasi Regency and other supporting data. The study was limited by place, time and research funding, so that only 127 respondents were randomly assigned to the job training institutes studied.

1.5. Definition of Terms

Customer perspective and customer satisfaction of job training institutes is an effort to increase stake holders or customers of job training institutes of trainees, central / local governments, and private companies, increase responsiveness to the needs of stake holders, increase sensitivity to training needs, government, private, system integration information on customer satisfaction with the

implementation of training, improvement of information systems on satisfaction of training institutions, satisfaction of the government as partners in job training institutions in Indonesia.

Job training is the overall activity to give, obtain, improve, and develop work competence, productivity, discipline, attitude, and work ethic at a certain skill and expertise level in accordance with the level and qualifications of the position or occupation. 2. System. The National Job Training System, hereinafter abbreviated Sislakernas, is the interrelation and integration of various components of job training to achieve national job training objectives. Job training institutions are government agencies, legal entities or individuals who meet the requirements to organize job training.

2. Methodology

2.1 Research Design

This research has a quantitative orientation, because: The purpose of this study is to test hypotheses, see causes and effects, and make predictions. In this case, this study examines 8 hypotheses about the relationship of the contribution of several indicators to the perspective of the Balanced Scorecard, the relationship of influence between perspectives, and the relationship between the groups studied in this case the group of participants, trainers, employees. The monitoring groups analyzed were 334 people who were chosen at random (purposive random sampling) which were relatively large and random in number; Variables: special variables studied include variables that cannot be observed (unobservable or latent variables) and variables that can be observed (observed variables).

Types of Data Collected are data in the form of numbers and statistics, where the figures are a Likert scale which is translated from ordinal quantities, namely 1 = ineffective, 2 = less effective, 3 = effective, 4 more effective, 5 = very effective; Forms of Data Collected: Quantitative data based on precise measurements using structured and validated data collection instruments; Data Analysis Type: Identification of statistical relationships in which this study uses job training statistics and inferential statistics consisting of parametric and non-parametric statistics.

2.2. Instrument

This study is about implementing a balanced scorecard to improve the performance of private employment training institutions in Indonesia. Study Problem: How to apply a balanced score card to improve the performance of private employment training institutions in Indonesia. The balanced scorecard shows that we view organizations from four perspectives, and to develop metrics, collect data and analyze them relative to each perspective:

This perspective includes employee training and corporate culture attitudes related to individuals and corporate self-improvement. In a knowledge worker organization, the only repository of people knowledge is the main resource. In

the current climate of rapid technological change, this becomes important for knowledge workers to be in a continuous learning mode. Metrics can be put in place to guide managers in focusing training funds where they can help the most. In any case, customer satisfaction is an important basis for the success of any knowledge worker organization.

2.3 Sampling Technique

Population is a collection of individuals or research objects that have the qualities and characteristics set. Based on these qualities and characteristics, the population can be understood as a group of individuals or objects that have at least one common characteristic (Cooper, Emory, 1999). For this study the population used was all respondents. Indriantoro (1999) sampling technique used in this study is non-probability. The sample selection method used is purposive sampling, where the researcher has certain criteria or objectives for the sample to be studied. The criteria in question are the employees of private employment training institutions which are still active in 2020. This study used a sample of 334 respondents consisting of employees, trainers, trainees, entrepreneurs selected from 2000 people randomly where the population = 2000 people. $Sample = 2000/1 + 2000 \times 0.05 \times 0.05 = 334$ people

Data were collected using the interview method based on a list of questions to the respondents. The interview method is a two-way conversation at the initiative of the interviewer to obtain information from respondents (Cooper, Emory, 1997). The advantage of using interviews is that the interviewer can use his ability to explore research topics in greater depth, and exercise control over the questions asked, as well as address unique situations that may be encountered. Data collection is done using a closed list of questions. Closed question list is a list of questions used to get data about the dimensions of. Statements in the closed questionnaire are made using a scale of 1-4 to obtain interval data and are given the following scores: 1 = disagree; 2 = disagree; 3 = agree; 4 = totally agree.

2.4. Data Gathering Procedures

Primary data is data obtained from the first source, from individuals, such as: the results of interviews or the results of questionnaires that are usually done by researchers (Siagian, Sugiarta, 2000). This type of data was obtained directly from interviews based on a list of questions to the respondents. Secondary data is a type of data that has to do with the problem under study. This data was obtained through literature, previous research journals, magazines and document data which were needed to compile this research.

2.5. Statistical Tool

Scientific Method: Confirmatory or top-down: researchers test hypotheses and theories with data. The theory developed is a balanced scorecard model that is applied in the world of job training institutions in Indonesia. The view of human behavior is a regular view and can be predicted, especially views taken from closed questions that have provided answers. The Most General Research Objectives, Explain,

explain, and predict, that is to explain the phenomenon of the development of the mission of job training institutions in Indonesia.

Focus: Narrow-angle lens, certain hypothesis tests. Where the hypothesis tested is about the interrelationship between variables, the contribution between variables and the influence between dependent variables and independent variables. Nature of Observation: Study of behavior under controlled conditions, isolating the causal effect, namely by using certain assumptions in which in this research it is assumed that job training institutions do not pursue profit alone, but rather rather pursue the achievement of the vision and mission of the work training institute itself.

3. Results and Discussion

3.1 Hypothesis Test Results 1: There is a dominant factor in the development of customer service at job training institutions in Indonesia

The institute carries out trainer staff knowledge services according to its professional development. (Score 0,677)

The purpose of certification is to ensure and maintain competencies that have been acquired through formal, non-formal learning processes, job training or work experience. Because in the world of work competencies must be maintained, not only Competent but Competent and Continue to remain Competent. In the rules of developing human resources, education should be carried out by educational institutions (formal, non-formal, informal), training is carried out in training institutions, and professional certification is carried out by professional certification bodies (LSP). To guarantee the credibility and consistency of the LSP, a license from the National Professional Certification Agency (BNSP) must be obtained.

It is necessary to increase the competence of Indonesian human resources so that they are more ready to compete. For this reason, in addition to the knowledge gained from formal education, workers need to have certification and work competencies to compete with workers from other countries in the MEA era. Competency certification is important so that our human resources have a reference to improve competence and have standards that are recognized by relevant institutions. To increase the number of certified personnel is indeed not easy. The difficulty faced is how to provide easy access and guarantees in the realization of the acceleration of the certification, meaning that we have to prepare the infrastructure, which is the competency standard must be resolved in various sectors. The number of certification institutions must also be increased because there are only around 570 professional certification institutions. Another thing is the need to increase credibility and quality to improve its assessors.

Competency certification also facilitates companies in the employee selection process. So that it will accelerate the recruitment of prospective workers who are already competent and significantly save labor, time, and company costs. As for customers, competency certification also adds value by providing confidence that customers are served by

professionals who are competent in their respective fields. Competency standards are a measure or benchmark of knowledge, skills, and work attitudes that must be possessed by someone to do a job or task in accordance with the performance of the community. Competency standards do not mean only the ability to complete a task, but also based on how and why the task is done. In other words, competency standards include supporting factors such as knowledge and ability to carry out a task under normal conditions in the workplace as well as the ability to transfer and apply abilities and knowledge in different situations and environments. A competency standard is a document that determines in a structured format how people should do work or work roles. Competency standards try to capture these various dimensions, when taken together, "Icon" for performance K = 'competent' or BK = "Not Competent".

The agency conducts customer service to focus on the skills of understanding the needs of trainees (Score 0.692)

This research observes that there are still many customers who are not involved in the program development process. If this approach is used in competitive situations, the organization will be very difficult to compete and very likely to experience destruction. Customer needs in the TQM approach are identified as part of product development. Tjiptono and Diana (2003) argue that the purpose of organizations using this approach is to exceed customer expectations, rather than merely fulfilling them. For this reason, it is necessary to collect accurate information about the needs and desires of customers for the products / services produced by the organization.

The Training Institution can thus better understand customer behavior in its target market, so that the Institute can develop appropriate strategies and programs in order to take advantage of existing opportunities, establish relationships

with each customer and outperform its competitors. To identify customer needs can be used an approach according to Tjiptono and Diana (2003) consists of six steps, namely: Estimating results, Developing a plan to gather information, Gathering information, Analyzing results, Checking the validity (validity) of conclusions,

The main key to identifying the needs of internal customers is continuous communication between employees who are interrelated and dependent on each other as individuals and interdepartments that are interdependent as a unit. Such communication each party conveys its needs to other parties, so that mutual understanding and cooperation occurs between individuals and between departments in the organization. To encourage and facilitate communication, quality cluster mechanisms, self managed teams, interdepartmental teams, and improvement teams can be used. This mechanism, besides being able to facilitate communication between customers and internal suppliers, can also improve quality. In addition to these mechanisms there are various other ways to encourage effective communication, such as casual conversation at rest and training in communication skills.

Continuous communication with external customers is also very important in the competitive market. The right strategy in the context of forming a focus on customers is to establish an effective mechanism to facilitate communication and then implement it. One reason for the need for continuous communication is that customer needs change all the time and even changes can take place quickly. Through this communication the organization can monitor any developments and changes that occur. If this is not anticipated then the organization can lose the competition. Factors that can cause new customer needs include new technology, market competition, changes in tastes, social upheaval, and conflicts (regional, national, and international).

Table 1: Extraction Method: Principal Component Analysis Communalities

		Initial	Extraction
X01	The institute carries out the national training system knowledge service law	1,000	.585
X02	Institutions providing trainer soft skills knowledge services	1,000	.644
X03	The institution carries out cooperative knowledge and networking services	1,000	.563
X04	Institutions do knowledge services staff coach the appropriate development of the profession.	1,000	.677
X05	The institution carries out customer service for the knowledge management system	1,000	.608
X06	The agency carries out customer service for professional quality assurance knowledge	1,000	.634
X07	The Institute carries out customer service for the quality knowledge of graduates and the achievements of trainees	1,000	.597
X08	The institute carries out customer service for knowledge enhancing the quality of training facilities	1,000	.611
X09	The agency carries out customer service for performance-based incentive knowledge for coaching and supporting staff	1,000	.560
X10	The Institute carries out customer service for knowledge and credit training programs.	1,000	.5779
X11	Institutions conducting customer service for the number and type of branding skills training programs.	1,000	.691
X12	The Institute carries out customer service for accreditation skills of national and international training institutions	1,000	.640
X13	Institutions do for the customer service skills of industry and kepaka r an-based competence	1,000	.507
X14	The agency carries out customer service for income source maximization skills	1,000	.519
X15	The institute carries out customer service for skills enhancing alumni functions	1,000	.637
X16	Institutions conducting customer service to focus on the skills of trainees	1,000	.692
X17	The institution carries out customer service for responsiveness skills to the needs of stake holders.	1,000	.688
X18	The institute carries out customer service for sensitivity skills to the needs of trainees.	1,000	.662
X19	The agency carries out customer service for information systems integration skills and training implementation.	1,000	.546
X20	The agency carries out customer service for company satisfaction information system skills that recruit alumni.	1,000	.489

3.2 Hypothesis 2 Test Results: There is a real influence between the perspective of customer satisfaction services on the performance of job training institutions in Indonesia

This study shows the results of hypothesis testing that there is a positive and significant influence between the perspective of customer satisfaction services on the performance of training institutions. These results indicated by the magnitude of the constants of 1.374 with a standard error of 0.126 and t amounted to 10.927, which means significant at the 1 percent level of significance. The coefficient of customer satisfaction service perspective is 0.571 with a standard error of 0.039 and a standardized beta coefficient of 0.582 with a t value of 14.631 which means that there is a positive and significant effect between the customer satisfaction service perspective on the performance of the training institution at a significance level of 1 percent.

This result is supported by Adjusted R Square of 0.337 which means that the customer satisfaction service perspective explains 34 percent of the performance of training institutions. Meanwhile, the calculated F-test results on ANOVA are 214,075 which explains that the regression equation system that tests this hypothesis as a whole has a significance level of 1 percent.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582 ^a	0.338	0.337	0.2856

a. Predictors: (Constant), Customer Service

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	17,462	1	17,462	2,14,075	.000 ^b
	Residual	34,178	419	0.082		
	Total	51,640	420			

a. Dependent Variable: Performance of Training Institutions

b. Predictors: (Constant), Customer Service

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,374	0.126		10,927	0
	The performance	0.571	0.039	.582	14,631	0

a. Dependent Variable: Performance of Training Institutions

3.3. Hypothesis 3 Test Results: There is a dominant factor in developing the performance of job training institutions in Indonesia

This study discusses the results of the above research as a whole or partially stated that the eight hypotheses proposed in this study are proven to have a real relationship between the four perspective variables contained in the balanced scorecard on the performance of training institutions in Indonesia. Below this is a qualitative discussion to support the above research results. The discussion is based on the importance of the research variables as seen in the order of the highest scores chosen by the respondents of this study.

Institutions performing skills improvement in the number and type of branding training programs. (Score 0,645)

Branding is one of the important things that must be built by a business training institution in the era of globalization. The loss of restrictions makes business competition even tougher. Many training companies or businesses from abroad can stand in Indonesia. Even not just one or two in number but many. Therefore as a business actor must have and build a brand of business training business. A strong brand can be easily recognized by consumers so that the number of competitors will not have an effect if the brand is already strong.

According to Kotler (2009), branding is a name, term, sign, symbol, design or combination of all that is intended to identify goods or services or groups of sellers by distinguishing them from competing goods or services. Gradually the definition of branding is growing until now branding is defined as a collection of communication activities carried out by the company in the framework of the process of building and growing a brand. For branding company, not just a brand or product is known, but also as an overall corporate image or how people feel that institution is best.

Choosing the right content and social media platforms will not only help strengthen the Institute's brand but also reach consumers or potential customers more broadly. In creating content for content marketing, it is important to note that Institutions must write articles that are interesting, relevant, and of value. The content that the Institution creates will help establish the Training Institute as an expert in its field, which in turn will help increase brand awareness and ultimately increase the number of consumers. Keep in mind that content for brand awareness is to provide information to the reader, not to sell the goods or services of the Training Institute. Content marketing in question here is positive and informative content that involves consumers.

The purpose of content marketing is to help Training Institute companies to emphasize the image and message of the Training Institute's business. To start content marketing the first step the Training Institute can take is to make a clear strategy. Take the time to think about what the Training Institute wants to convey to consumers, how the Training Institute will create an integrated story to describe the Training Institute's brand, and what the Training Institute wants to achieve through these contents. Blogs are one of the platforms that Training Institutions can use for content marketing Training Institutions. Having a blog on the Training Institute business website can help to establish the Training Institute as an expert in its field. Blogs are also one of the easiest content marketing strategies that can be done. The Training Institute Blog is expected to be a source of information for consumers who want to learn more about the Institute of Training. The Training Institute Blog is also expected to be the first place visited by people who want to learn more about the Training Institute field and also for those who are curious about the Training Institute field.

Table 3: Extraction Method: Principal Component Analysis

Symbol	Indicator	Initial	Extraction
Y101	The agency carries out the performance of the national work training system law	1,000	.391
Y102	The institution performs a performance improvement of the soft skills of the trainer	1,000	.533
Y103	The institution is doing a performance increase in the amount of collaboration and networking	1,000	.511
Y104	Institutions conducting performance staff trainers are appropriate k development Competency	1,000	.562
Y105	The institution conducts a knowledge management system performance	1,000	.585
Y106	Institutions conducting performance improvement an assurance expertise	1,000	.569
Y107	The institution performs performance enhancements to the quality of graduates and the achievements of trainees	1,000	.518
Y108	The institution performs performance enhancing the quality of training facilities	1,000	.583
Y109	Institutions do performance- enhancing performance-based incentives for trainers and support staff	1,000	.495
Y110	The institute performs accreditation performance in a major curriculum training program	1,000	.468
Y111	The institution performs performance skills enhancing the number and type of branding training programs.	1,000	.645
Y112	Institutions performing skills enhancing accreditation of national and international training institutions	1,000	.582
Y113	The institute carries out competency-based business performance improvement and industry training skills	1,000	.523
Y114	The institution performs the skills of maximizing the source of income	1,000	.418
Y115	The institute carries out the performance skills of enhancing alumni functions	1,000	.560
Y116	The institution performs a skill enhancement of stake holders or customers	1,000	.688
Y117	The institution performs skills performance enhancing responsiveness to the needs of stake holders.	1,000	.526
Y118	The institution performs skills performance enhancing sensitivity to the needs of trainees , the government, the private sector	1,000	.530
Y119	The institution performs the skills performance integration of the information system of the satisfaction of the trainees with the training	1,000	.622
Y120	The institution performs performance enhancement skills on the satisfaction information systems of companies that recruit alumni.	1,000	.496

Institution performs skill enhancement for stakeholders or customers. (Score 0.668)

Respondents of this study support the company's performance in balancing the roles and relationships between stakeholders, so companies must have social responsibility or commonly known as CSR (Corporate Social Responsibility) to their stakeholders if they want their company to continue to operate in the long term, especially in terms of maximizing profits. In carrying out work in the company / organization the owners of the company must have social responsibilities to employees such as providing convenient and appropriate facilities for their employees, giving salaries in accordance with a written work agreement, and not discriminating in any case to employees.

If in the past we often heard that the consumer statement was King, now that statement has changed to become the consumer is a partner. Such a statement that consumers are partners means companies must be able to become good partners for their consumers. Through a CRM (Customer Relations Management) approach, the company tries to provide good benefits by selling products / services to its customers in the hope of a Repeat Order from them. Cooperation between companies and suppliers must be maintained by honesty in determining prices and the right to sell, promoting tolerance to create long-term relationships in business, always exchanging information with suppliers, and making timely payments to suppliers.

The company must involve shareholders (investors) in making a decision in the company. Because the company has responsibilities related to investor satisfaction and all decisions taken by the company are in the interests of investors. This highly beneficial reciprocal relationship must be maintained so that the company's objective objectives can be achieved to the maximum. Social

responsibility here is related to environmental sustainability. Some things that companies usually do are to provide benefits to the surrounding communities such as in the fields of education, health, public facilities, and social assistance.

4. Conclusion and Recommendation

4.1. Conclusions

This study shows the results of hypothesis testing that there is a positive and significant influence between the perspective of customer satisfaction services on the performance of training institutions. These results indicated by the magnitude of the constants of 1.374 with a standard error of 0.1 26 and t amounted to 10 927 , which means significant at the 1 percent level of significance. The coefficient of customer satisfaction service perspective is 0. 571 with a standard error of 0.03 9 and a standardized beta coefficient of 0. 582 with a t value of 14,631 which means that there is a positive and significant effect between the customer satisfaction service perspectives on the performance of the training institution at a significance level of 1 percent. This result is supported by Adjusted R Square of 0.337 which means that the customer satisfaction service perspective explains 34 percent of the performance of training institutions. Meanwhile, the calculated F-test results on ANOVA are 214,075 which explains that the regression equation system that tests this hypothesis as a whole has a significance level of 1 percent.

This research suggests that the Government's policy through related parties provides direction in the development of programs and activities for the implementation of strategies to support the improvement of industrial competitiveness in

both the domestic and foreign markets; Support the implementation of employment opportunities and unemployment reduction; improving the quality, productivity and competitiveness of Indonesian workers; increase labor protection and welfare both as subjects and as objects of development; It can be imagined if the Foreign Workers flocked to apply for work in our beloved country by bringing professional certification it is certain that they will have an advantage in this matter.

This research suggests that training institutions strengthen the role of social media as an important part of marketing a brand. Through social media, it is not only the products that are the focus but also the consumers. Through social media, a brand can interact with consumers and potential customers directly. By creating brand experience that is in accordance with the wishes of consumers and involving them to be part of the Narrative brand of the Institute. This can help to increase consumer confidence in the brand of the Institute which is more difficult to build through traditional marketing and advertising methods. Institutions can also use social media to see the reactions and responses of consumers to the Institute's business. This can help the Institute to adjust your promotion strategy.

In using social media, Institutions are also advised to develop appropriate strategies. Institutions must ensure that the social media business of the Institute is active, which means you must post frequently and don't forget to interact with Institution followers. If the Institution finds it difficult to find time to be active on social media, there are various tools that you can use to arrange a posting schedule for Institution social media, such as Hootsuite. This tool is a content management service that is connected with various social media such as Facebook, Twitter, LinkedIn, Foursquare, MySpace, and WordPress. In addition to time and interaction, Institutions must also pay attention to Institutional content. Topics that Institutions discuss on social media must be relevant so that more people will be more interested in reading and interacting with your institution.

It is recommended that good communication with customers must include internal and external customers. What is applied in communicating with outsiders can also be used in communicating with internal organizations. Communication with employees is not enough just to convey information such as specifications, standards, procedures and work methods. In addition there are other things that are important in communication. According to Tjiptono and Diana (2003) it is 1) need to provide a means for employees to convey their views and ideas, and 2) need to explain to employees about management actions that they think are contrary to quality. It is recommended that further research be conducted after this research with a wider and more diverse range of companies to obtain optimal research results. Improvements to the research method need to be done by including more qualitative research and involving more competent sources in their field.

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