

ABSTRAK

Penelitian ini bertujuan untuk: (1) Menganalisis pelaksanaan tahapan Evaluasi Kinerja Individu (EKI) berdasarkan panduan yang berlaku di Perkumpulan Strada; (2) menganalisis proses pengukuran Indeks Kepuasan Pelanggan (IKP) berdasarkan panduan yang berlaku di Perkumpulan Strada; (3) mengetahui perbedaan antara rata-rata nilai EKI dan IKP. Penelitian ini menggunakan desain *mixed methods*, yaitu gabungan antara metode penelitian kualitatif dan kuantitatif. Pendekatan kualitatif dalam penelitian ini ditandai dengan pengisian kuesioner untuk menggali informasi terkait pelaksanaan tahapan EKI, proses survei IKP di semua sekolah (16 sekolah) Strada Cabang Jakarta Utara Timur (Jakuttim). Peneliti menggunakan pendekatan kuantitatif untuk menguji hipotesis penelitian mengenai perbedaan antara rata-rata nilai EKI dan IKP. Metode pengumpulan data yang digunakan dalam penelitian ini adalah kuesioner dan dokumentasi. Hasil penelitian menunjukkan bahwa: (1) 10 kepala sekolah Strada Cabang Jakuttim telah melaksanakan tahapan Evaluasi Kinerja Individu (EKI) sesuai dengan panduan yang berlaku di Perkumpulan Strada sedangkan 6 kepala sekolah Strada Cabang Jakuttim tidak melaksanakan tahapan Evaluasi Kinerja Individu (EKI) sesuai dengan panduan yang berlaku di Perkumpulan Strada; (2) 12 sekolah Strada Cabang Jakuttim melaksanakan survei Indeks Kepuasan Pelanggan (IKP) sesuai dengan panduan yang berlaku di Perkumpulan Strada. 4 sekolah Strada Cabang Jakuttim melaksanakan survei Indeks Kepuasan Pelanggan (IKP) tidak sesuai dengan panduan yang berlaku di Perkumpulan Strada; (3) Berdasarkan hasil *Paired Sample T-Test* dapat disimpulkan bahwa terdapat perbedaan secara signifikan antara kinerja yang dinilai oleh atasan langsung dengan kinerja yang dinilai oleh pelanggan yaitu murid dan orang tua murid. Hal tersebut mengindikasikan bahwa kepuasan pelanggan tidak hanya dipengaruhi oleh kualitas sumber daya manusia dan kualitas pelayanan namun ada faktor lain yang mempengaruhi di luar penelitian ini; dan (4) Hasil pengujian *One-Way ANOVA* tentang perbedaan rata-rata nilai EKI dan IKP pada kelompok sekolah A (melakukan penilaian EKI dan IKP secara valid) dan kelompok sekolah B (melakukan penilaian EKI dan IKP secara tidak valid) menunjukkan tidak terdapat perbedaan selisih rata-rata nilai EKI dan IKP pada kelompok sekolah valid dan tidak valid. Namun lebih lanjut pada penelitian ini diperoleh informasi bahwa rata-rata nilai di sekolah yang valid adalah sebesar 4,2277 atau lebih tinggi daripada rata-rata nilai di sekolah yang tidak valid yaitu sebesar 4,1672.

Kata Kunci: Evaluasi Kinerja Individu (EKI), Indeks Kepuasan Pelanggan (EKP), dan Panduan EKI dan EKP di Perkumpulan Strada

ABSTRACT

This research aims to: (1) Analyze the implementation of the Individual Performance Evaluation (EKI) stage based on the applicable guidelines at the Strada Association; (2) analyze the Customer Satisfaction Index (IKP) measurement process based on the applicable guidelines at the Strada Association; (3) determine the difference between the average EKI and IKP scores. This research uses a mixed methods design, which is a combination of qualitative and quantitative research methods. The qualitative approach in this study was characterized by filling out questionnaires to explore information related to the implementation of the EKI stages, the IKP survey process in all schools (16 schools) of Strada North East Jakarta Branch (Jakuttim). Researchers used a quantitative approach to test the research hypothesis regarding the difference between the average EKI and IKP scores. The data collection methods used in this study were questionnaires and documentation. The results showed that: (1) 10 principals of Strada Jakuttim have carried out the Individual Performance Evaluation (EKI) stage in accordance with the applicable guidelines in the Strada Association while 6 principals of Strada Jakuttim did not carry out the Individual Performance Evaluation (EKI) stage in accordance with the applicable guidelines in the Strada Association; (2) 12 Strada schools in Strada Jakuttim conducted the Customer Satisfaction Index (IKP) survey in accordance with the applicable guidelines of the Strada Association. 4 Strada schools in Strada Jakuttim conducted the Customer Satisfaction Index (IKP) survey not in accordance with the applicable guidelines of the Strada Association; (3) Based on the results of the Paired Sample T-Test, it can be concluded that there is a significant difference between the performance assessed by direct supervisors and the performance assessed by customers, namely students and parents. This indicates that customer satisfaction is not only influenced by the quality of human resources and service quality but there are other influencing factors outside this study; and (4) The results of One-Way ANOVA testing on the difference in the average EKI and IKP scores in school group A (conducting valid EKI and IKP assessments) and school group B (conducting invalid EKI and IKP assessments) show that there is no difference in the average difference in EKI and IKP scores in valid and invalid school groups. However, further information was obtained that the average score in valid schools was 4.2277 or higher than the average score in invalid schools, which was 4.1672.

Keywords: *Individual Performance Evaluation (EKI), Customer Satisfaction Index (IKP), and EKI and IKP Guidelines at Strada Association*