

Research Article

Customer Service Training for Al-Hadi Vocational High School Students in the Framework of Improving Maqashid Syariah-based Competence

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Abstract.

Maqāshid al-Syar'ah needed a restoration that can be done by fixing thoughts that are increasing. In achieving the vision of Al-Hadi Vocational School, it is necessary to increase the competence of students majoring in Islamic banking with customer service occupations. Based on the results of discussions with the Al-Hadi Vocational School, the identification of the problems that currently arise is that there are no special subjects in Customer Service, so there needs to be an interesting learning strategy for students; the absorption capacity of graduates of SMK Al-Hadi students is still limited. The purpose of this study was to conduct training for students of SMK Al-Hadi to help improve Maqashid Sharia-based competencies in students. The activity that will be carried out is the transformation of knowledge in the form of training. The training participants will be given a debriefing related to CSR that is adapted to the Maqhasid Syariah. The use of innovation indicators in the CSR KSPPS are competency tests, product innovations, processes, positions, and paradigms that will facilitate the training and mentoring process. The results of this training are providing training on the orientation/introduction of Sharia contracts for financing and financing transactions following Maqashid Syari'ah; providing training or orientation about cooperatives and providing training on how to deal with funding and financing customers. The customer service training provided is also in the form of basic operational concepts of KSPPS financial institutions based on Maqashid Syariah and the basic concepts of the customer service process at KSPPS Financial Institutions.

Keywords: competency, Maqashid Sharia, student

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1. Introduction

KNEKS indicates the need for human resources from various multidisciplinary fields who are intelligent, productive, and sustainable (Superior, Competent, and Qualified HR). This is solely aimed at building a Sharia Industrial Ecosystem in Indonesia. Potential competencies/talents Human resources are also considered to be highly needed in many industries. It is considered essential to gain a competitive advantage in a dynamic and uncertain environment [1].

Standard which used in units competence occupation this is decision The Minister of Manpower of the Republic of Indonesia Number 193 of 2017 concerning standard setting Indonesia's national competence in the category of financial and insurance activities the main activity of financial services, not insurance and pension funds in the field of cooperatives savings and loans and sharia financing/savings and loan and financing business units sharia cooperative (KSPPS/USPPS) [2]; and Permenkop and SMEs No.12 the Year 2018 about KKNi KSPPS [3]. In the SKKNI and KKNi, there is one occupation for the competency qualification level at level 3, namely *Customer Service*. Each unit of competence refers to another competency standard, namely Decision Minister of Energy Work and Indonesian Transmigration Number 182 the Year 2013.

Ibrahim Abiodun Oladapo revealed that researching studies related to the basic determinants of human development using the Maqā'id al-Syar'ah theory. It also identifies that extensively the relevant literature shows that human development is not only determined by education, health, income, human rights, and social justice but is also influenced by several demographic variables such as educational attainment and gender composition [4].

Al-Hadi Vocational School is one of the vocational schools and is currently a reference vocational school in Indonesia Bandung. Al-Hadi Vocational School was established in 2014 and has graduated students in 4 batches. In the development of Islamic banking expertise at Al-Hadi Vocational School, the graduate has worked on Institution finance Sharia as a teller on Bank BNI Syariah, BRI Syariah, and BMT Itqan. And in manufacturing companies as a financial department.

To reach the vision of SMK Al-Hadi which produce graduate which superior, ready work and SMART (Success, Independent, Morals Karimah, Religious and Skilled) [5] , so need there is an enhancement competence in student major Islamic banking with *Customer Service occupation*. Based on the results of the discussion with the Al-Hadi Vocational School, the identification of problems that are currently emerging is 1) no there is eye lesson special about *Customer Service*, so that need existence strategy

learning which interesting for the student; 2) power absorb graduate of student Al-Hadi Vocational High School is still limited because many of the standard operating procedures company which set for direct work in the company the using Diploma 3 graduates; and 3) the mindset of parents who think that the Islamic banking expertise department does not have competitiveness so that amount student experience decline.

Based on the problems above, the author intends to conduct training for students of SMK Al-Hadi to help improve student competence. The reason the author chose this school is that it is one of the schools that has received an award as a reference school in the city of Bandung, but seeing the competence of students in the Islamic banking department who are less qualified in the field of *Customer Service*, to be able to compete and show good competence to the *public*, the school asks the service team to carry out accounting staff training to increase student competence.

2. Theory

An important role in a company is held by human resources (HR) and the most important is the competence of human resources themselves. Because the competence of human resources will determine the quality of a company. The low competence of human resources will hinder the achievement of the goals of the company which will ultimately cause losses to the company [6].

Human resource development is a development process in honing HR skills through training and development based on improving organizational performance. The development of planned and directed human resources with balanced good management can produce quality individuals [7]. The results to be achieved through the development of human resources are professional personnel and technical capabilities and examples of the types of activities carried out are influential such as job training, direct field practice, recruitment, and work climate indicators used in human resource development are training, *salary*, working conditions and recruitment [8].

Competence is used as the main component because competence can be realized in fulfilling the company's vision and mission, one of which is, competence can provide a way that can integrate and bind between the dimensions that exist simultaneously and revolutionary resource policies [9]. According to Bariah, there are 3 indicators of competence, namely, *Islamic characters; responsibility, commitment, ethics morals, and intellectuality (emotion, spiritual, intellectual). Banking knowledge (Islamic, conventional, fiqh muamalah) and Skills; communication, managerial skills, and analytical thinking* [10].

Maqashid sharia or *al-Maqashid al-Syar'iyah* both have the same meaning which means the objectives of Shari'ah [11]. Maqashid Syariah is divided into three parts, namely *Tahdhib al-Fard* (Educating individuals), *lqamah al-Adl* (Enforcing justice), and *Jalb al-Maslahah* (Promoting Welfare). In the modern era, one of the scholars who continued the science of maqashid sharia from classical scholars such as al Ghazali, al Shatibi, Izudin ibn Abd Salam, Ibn Taymiyah, and Ibn Qoyyim in a contemporary way, was Ibn Ashur, a Tunisian-born cleric. In the hands of these scholars, maqashid sharia becomes easy to apply to contemporary problems, so that sharia remains *up to date* [12].

Maqashid sharia (towards sharia) can be achieved by fulfilling five basic human needs. There are three levels of human needs, namely: dharruriyyat (primary), *hajjiyat* (secondary), and *tahsiniyyat* (tertiary). Humans are not required to meet the three levels of needs but are required to be able to properly fulfill basic needs or what is called dharruriyyat needs. The purpose of fulfilling well here is that in its fulfillment it must have endeavored in ways that are good, right, and lawful. If humans can fulfill their basic needs, this is what is meant by maqashid sharia. These basic human needs are divided into five things, namely: first, maintaining religion (*ad-din*). Second, keep the soul (*an-nafs*). Third, keep the mind (*al-aql*). Fourth, keep the property (*al-maal*). Fifth, keep the offspring (*an nasl*) [13].

Islam is centered on ensuring the welfare of society as a priority, which is one of the important goals (Maqāsid) of Islamic law [14]. Historically, Islam has provided exemplary welfare services in the areas of health, social welfare, the environment, and education. Such relevance is also raised both in academia and industry as a form of long-term 'mission'. The point of Maqāsid al-Syar'ah is to protect mankind and protect them from harm in this world and the hereafter from each individual. This is a positive solution for the emergence of various innovations and the development of the times in life [15] . Maqāsid al-Syar'ah is needed as a restoration that can be done by fixing thoughts that are increasing 'always directed at developing without limits.

3. Methods

The activity to be carried out is the transformation of knowledge in the form of training and practice of direct CSR Cooperative Save Borrow and Sharia Financing (KSPPS). The training participants will be provided with which related to CSR and customized with *maqhasid Sharia*. Use indicator innovation on CSR Cooperative Save Borrow and Financing Sharia (KSPPS) that is test competence, innovation product, process, position, and paradigm which where will simplify the process training and accompaniment.

Stage I: Consultation and accompaniment about the conditioned student

- (a) Type Activities : Consultation and assistance
- (b) Time Activity : during PKM in progress
- (c) Amount Participants : 6 SMK Syariah banking
- (d) Amount Executor : 3 person lecturer and 4 student
- (e) Method : Consultation and escort by sustainable from PKM activities last to completion
- (f) Outputs : Enhancement of student competence

Stage II: Training for enhancement of knowledge student in understanding CSR KSPPS and *maqhasid sharia*

1. Type Activities : Training and accompaniment
2. Time Activity : during PKM in progress
3. Amount Participants : 6 Banking Vocational High School Sharia
4. Amount Executor : 3 person lecturer and 4 student
5. Method : Lecture, discussion, practice
6. Evaluation : Pre-test and Post-test
7. Output : increase knowledge about *maqhasid Sharia*

Stage III: Accompaniment CSR KSPPS based on *maqhasid sharia*

1. Type Activities : Practice and accompaniment
2. Time Activity : during PKM in progress
3. Amount Participants : 6 Banking Vocational High School Sharia
4. Amount Executor : 3 person lecturer and 4 student
5. Method : Lecture, discussion, practice
6. Evaluation : Pre-test and Post-test
7. Output : test try CSR KSPPS based on *maqhasid sharia*

The form of the activity plan includes:

1. Conduct pre-test, to measure student competency level before training,
2. Provide competency-based training on sharia transaction contracts, including basic operational concepts of KSPPS financial institutions (Sharia Savings and Loans and Financing Cooperatives),
3. Provide training related to the concept of KSPPS financial institutions,
4. Conduct post-tests to measure the achievements achieved by students after training,
5. Provide recommendations to be able to take the competency test at the Professional Certification Institute.

4. Results and Analysis

4.1. Research result

Based on the results of discussions with related schools, it was found that the problems that had not been resolved were as follows:

1. Students lack interest in learning *Customer Service*
2. Students do not have good competence in the field of *Customer Service*
3. The school does not yet have a collaboration with KSPPS in the city of Bandung, especially in the context of absorbing graduates

Based on the agreement of the servant and partner, several partner problems that will be resolved are

1. Improve partner competence in *customer service occupations*
2. Increase partner knowledge in understanding the concept of KSPPS financial institutions
3. Recommend students to take the competency test at LSP

Priority issues agreed upon by the servants and partners are grouped into several areas, namely increasing knowledge in the *Customer Service occupation*, increasing skills in the *Customer Service occupation*, and improving attitudes *in the Customer Service occupation* at KSPPS.

4.2. Discussion

Based on the explanation of the research results above, the solutions offered for overcoming priority problems will be explained in the following tabulation:

TABLE 1: Problem Solution.

Problem	Solution	Output
Increase knowledge partner in occupational field <i>Customer Service</i> in KSPPS	Give training related knowledge partner on-field <i>customer occupation Service</i> based on SKKNI and KK for <i>Customer Service</i> and KSPPS	Module
Increase partner skills/skills in occupation <i>Customers Service</i>	Give training related skills/partner skills on field occupation <i>Customers Service</i> based on SKKNI and KKNi field <i>Customers Service</i> and KSPPS	Module
Increase attitude/partner attitude on occupation <i>Customers Service</i>	Give training related to partner's attitude to field occupation <i>Customers Service</i> based on SKKNI and KKNi field <i>Customers Service</i> and KSPPS	Module

The solution that can be done in overcoming these problems is to provide training on increasing partner knowledge in *Customer Service occupations* including the process of information and consultation services, services for opening and closing savings accounts, accepting loan/financing applications according to *maqashid shari'ah*, accepting submissions for acceptance/ disbursement of maal and other social funds, archiving membership documents, reporting on member progress; Provide training related to partner skills/skills in the field of Occupational *Customer Service* based on the SKKNI and KKNi in the field of *Customer Service* and KSPPS; Provide training related to partner attitudes in the *Customer Service* occupation field based on the SKKNI and KKNi in the *Customer Service* and KSPPS fields, Fourth, post-test to see the competence of partners in *Customer Service occupations* at KSPPS.

1. Training knowledge field *Customers Service* covers :
2. draft base operational Institution finance KSPPS (Cooperative Save Borrow and Financing Sharia) based on *Maqashid Sharia*
3. draft base *customer process Service* at the Institute Finance KSPPS
4. Accompaniment in training, with Theory:
5. Marketing savings products

6. Marketing financing products
7. Conduct operational orientation
8. Conduct transactions with members and prospective members
9. Handle receipt and delivery of documents/letters
10. The contribution partner is to give data related to *customer Service*

This training will be given to SMK students because training is a form of HR development effort which can improve skills and knowledge [16]. HR is the most important resource of the organization which has implications that its development should be considered as a long-term investment because the results that will be shown by this HR will be seen in the future and can produce results that may be above the expectations of the organization. Human resource development is an important and expensive investment, so it must be handled effectively[17].

sharia maqashid -based KSPPS financial institution. *Maqashid sharia*-based cooperatives at the religious level are a concentration of power in dispelling forbidden forms of muamalah and misleading ideologies. In Nurhadi's research, he explains that maqashid sharia-based cooperatives can include the following things [18] :

1. The accumulation of large amounts of capital, so that it can be used to carry out large works as well.
2. Can accelerate the pace of macroeconomics.
3. The creation of more extensive and adequate employment opportunities.
4. The establishment of a sense of brotherhood among fellow capital holders and other partners.
5. Thoughts to advance the company to be more because it comes from many people as well.
6. Union transactions in general can be terminated or canceled

5. Conclusion

Based on the problems that occur, the solutions offered to improve student competence in dealing with the problem of limited knowledge and skills of Islamic Economics Vocational School students are (1) providing training on orientation/introduction to Sharia

contracts for financing and funding transactions following *Maqashid Syari'ah* ; (2) provide training or orientation on cooperatives and (3) provide training on how to deal with funding and financing *customers*. The customer service training provided is also in the form of (1) basic operational concepts of KSPPS financial institutions (Sharia Savings and Loans and Financing Cooperatives) based on Maqashid Syariah and (2) basic concepts of the *Customer Service process* at KSPPS Financial Institutions.

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