IJER © Serials Publications 13(5), 2016: 2251-2264 ISSN: 0972-9380

EFFECT OF KNOWLEDGE MANAGEMENT AND WORK COMMITMENT TO EMPLOYEES SATISFACTION SERVICES (Study on Teacher Madrasah Aliyah Country Jambi Province)

Mukhtar¹, Risnita², M. Shoffa Saifillah³ and Hapzi Ali⁴

Abstract: This study aimed to analyze the Influence of Knowledge Management and Work Satisfaction Services Commitment to Employees either partially or simultaneously, a study on teachers Madrasah Aliyah Country Jambi Province. Unit analysis of teachers with a population of 293 people. The sampling technique with probability sampling technique to sample 169 169. Method of quantitative analysis by multiple linear regersi analysis tool, followed by analysis of determination (R Square), testing the hypothesis partially (t test) and simultaneous (test F) with alpha 5 percent (0,05). Before the first analysis in a test instrument (questionnaire) to test the validity and reliability as well as classical assumptions. Analysis tools SPSS version 20.0. The results of the analysis of determination of 0.446 that the variable Knowledge Management and Work Commitment can explain Satisfaction Service *Employees* 46.6 *percent, while the remaining* 53.4 *percent is influenced by other variables.* This research resulted in: 1) There is a positive and significant influence between knowledge management with Service Employee Satisfaction at Madrasah Aliyah Country Jambi Province 50.1%; 2) There is a significant positive influence Work Commitment to Service Employee Satisfaction Madrasah Aliyah Country Jambi Province at 62.9 percent; and 3) There is a significant positive effect and Knowledge Management and Work Commitment in seimultan to the satisfaction of Service Employees Madrasah Aliyah Country Jambi Province.

Keywords: Knowledge Management, Work Commitment, Satisfaction Service Employees

1. INTRODUCTION

One of the most important challenges now facing the organization is the ability to adapt to different people. The term used to describe this challenge is the diversity of

¹ Professor Graduate Institute of Islamic STS Jambi Indonesia

² Lecturer in the Graduate Institute of Islamic STS Jambi Indonesia

³ Graduate Institute of Islamic STS Jambi Indonesia

⁴ Professor Post Graduate Mercu Buana University Jakarta Indonesia

labor means. Organizations are becoming more heterogeneous in terms of gender, race, experience, and educational qualifications. Workforce diversity has important implications for management practice. The managers must change their philosophy of treating everyone the same way into recognizing and addressing their different ways that ensure the loyalty of employees and increased productivity, while, at the same time does not discriminate. These changes, among others, involving, for example, provide diversity training and repair programs are allowances to accommodate the needs of different employees.

One important aspect that determines the success of an educational unit is the implementation of the organization's activities efficiently. For the sake of the necessary professional management, supported by the administration of the school/madrasah professionals as well, which are handled by administrative personnel who are competent in their fields. All levels of school/madrasah ranging from elementary to college level requires the support of an orderly administration.

In the structure of the madrasas, secretarial unit located under the head of school/ madrasah. Unit secretarial function is to provide support in the form of administrative services so as to enable the school/madrasah carrying out a duty well. Unit secretariat headed by a chief administrative personnel who must meet certain qualifications and competence. Chief administrative employee supervises a number of administrative personnel in charge of providing services to internal and external customers.

Internal customer is the principal, teachers, and other administrative employees, while external customers is that all those who are out of school/madrasah who have an interest in the school/madrasah. In such a context, the role of the secretariat unit at a school/madrasah can not be ignored because without the support of administrative services are good, it's unlikely the school/madrasah managed to achieve the vision and mission that has been set. Administrative support not only in order to facilitate the implementation of the main activities that are routine but also in the development of the school/madrasah.

Institutions should be able to ensure the satisfaction of both internal and external customers, not only in the learning process, but also includes the administration of service. Administrative services are an integral part of all educational activities in schools/madrasah. The role of administrative services be things that need to get the attention of all the components involved in the development of the school/madrasah.

The employees of the school/madrasah specifically regulated in the national education ministerial decree number 24 of 2008 on standard administrative staff of the school/madrasah. Under the regulation, administrative staff of the school/madrasah grouped into three types: (1) the head of the administrative staff of the school/madrasah, (3) a special service officers and (3) implementing affairs in addition to specialized services. The existence of educators and educational staff of the school/madrasah to be able to support the achievement of the school/madrasah, so that the minimum qualifications and competencies must be clearly defined. The task of educators and

educational staff or school employee is specifically regulated in Law of the Republic of Indonesia number 20 of 2003 on National Education System Article (27: 2008)

Based on these regulations, staff in charge of the administration, management, development, monitoring, and technical services to support the educational process in educational unit. Educators are professionals in charge of planning and implementing the learning process, assessing the results of learning, coaching and training, and conduct research and dedication to the community, especially for educators and college.

Officers of special services do not actually administrative activities, but in an educational institution, the clerk of this type are responsible to the head of the administration department. Administration of school/madrasah to be professional too and possesses the administrative personnel who are competent in their fields. All levels of school/madrasah ranging from elementary to college level requires the support of an orderly administration.

Head of Madrasah employees as a manager have defined roles, functions, and responsibilities to the success of the advancement of education in madrasas. Ngalim Purwanto execute its responsibilities as a manager, an employee can not be separated from the function and its role as both a leader, manager, administrator. (1987: 158) An employee madrassas should be prepared as an agent of change in the employment situation. The function and role of a chief administrative power as a leader, manager, administrator, causing an influence on the fundamental duty as a chief administrative personnel. Many Things that must be completed at the same time.

Three important stages that must be considered in the success of productivity, with greater awareness, improvement and maintenance: Veithzal Rival (2013: 273). The leader must be able to create and enhance creativity himself and his subordinates to increase creativity. Creativity has a sense of creativity, the ability to create a creative job requires intelligence and imagination.

Ministry of Religious Affairs is one of the agencies that exist in the government on Indonesia that little will affect the development of Indonesia, particularly education that is in it, because of the progress and development of a country can not be separated from education. Education in the Ministry of Religion is a madrasah. Madrasah is an institution that shaped the organization in which pooled human groups that individually perform cooperative relationships to achieve educational goals.

Madrasah is supposed to guarantee internal and external Customer Satisfaction, not only in teaching and learning, but also includes the administration of service. Administrative services are an integral part of all educational activities in schools/ madrasah. One of the factors that may affect the quality of school/madrasah is the quality of service to internal and external customers. Good service to internal and external customers can reflect the quality of school/madrasah in the eyes of internal and external customers. Quality according Erward Deming and Joseph Juran is situated capable least provide results in accordance with customer expectations, in other words

Deming and Juran put the quality on the predicate that can give hope that customers want, or are able to provide customer satisfaction. School/madrassa as an institution that provides services to internal and external customers if it is to promote the quality, it is required to provide services oriented towards customers, that the longer the better, the more precise the procedure is simple and straightforward, so that people who are as customer do not feel bored, neglected and unappreciated.

Based on the description of the background, issues and identification of the problem, the problem only on matters related to the administration staff in Customer Satisfaction Madrasah Aliyah Country Jambi Province alone. Given the various limitations that make constraint studies, this research will not disclose all with ties to the Customer Satisfaction Employee Madrasah Aliyah Country Jambi province, but research is directed at the variables that allegedly have links to Customer Satisfaction administrative employees Madrasah Aliyah Country Jambi Province, namely the knowledge of management, job commitment, motivation and knowledge management together with the work commitment and motivation influential work with the Customer Satisfaction Employee Madrasah Aliyah Country Jambi Province.

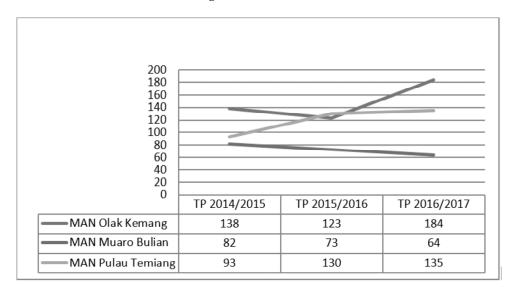
Research Customer Satisfaction employees Madrasah Aliyah Country Jambi province is seen from the dimensions of the relationship between employees and customers with indicator success to give satisfaction to the needs and expectations of customers, successfully building a strong commitment to employees, the success of building a good relationship and trust and dimensions of the creation of the task structure by organizations with the indicators of success of achieving the goal, increase the success of the cooperation, the success of the work commitment, the success of employee motivation in synergy expected to increase Customer Satisfaction employees Madrasah Aliyah Country Jambi Province.

Guiltinan (2007: 7) argues that one of the benefits of customer satisfaction (satisfaction) are able to increase customer loyalty is like Figure 1 below.



Figure 1: Components of customer satisfaction

Based on the pre-survey fielded, the data obtained and Opera which indicates customer dissatisfaction (community) towards implementing education in Madrasah Aliyah in Jambi. It is based with the data drop in the number of students over a period of three Years Education (TP) as figure 2 below.



Figur 2: Amount of Students MAN Olah Kemang, Muaro Bulian and Temiang Island, Education Year period (TP)

Based on the background of the problem, the purpose of this study was to analyze:

- 1. Effect of Knowledge Management to Service Employee Satisfaction.
- 2. Effect between of Work Commitment to Service Employee Satisfaction.
- 3. Effect of Knowledge Management and Work Commitment to Service Employee Satisfaction.

2. LITERATURE REVIEW

Kepuasan Layanan Karyawan

Service satisfaction in this context according to the Employee Satisfaction Service (Kotler and Armstrong 2001: 9) is the extent to which the notion of performance products such jasra and goods to meet consumer expectations (Power Administration). When performance pelayana services is lower than the expectations of customers, the customers were satisfied or very happy. Satisfaction is the response or responses of consumers regarding the fulfillment (Zeithaml and Bitner, 2000: 75). Contentment is the assessment of the characteristic or feature products or services, or the product itself, which provides consumers the level of excitement associated with the fulfillment of consumption needs of consumers.

Subsequently (Pasuraman, Zeithaml, and Berry, 1998), suggests that customer satisfaction is the customer's feelings toward one type of service he got. According to (Kevin Lane Keller, 2009) quoted from the book Marketing Management said that Customer Satisfaction is feeling happy or disappointed someone who emerged after comparing the performance (yield) of products considered against the expected performance.

Quality of service is an attitude or the way employees serve customers in a satisfactory manner, Tjiptono (2007), with the dimension Tangibles, Reliability, responsiveness, and empathy assurence. Quality services focused on addressing the needs and desires of consumers and accuracy of delivery to keep pace with consumer expectations. According to (Wyckof in Tjiptono, 2007), the quality of services is the expected level of excellence and control over the level of excellence to meet consumer desires. Consumers who consume and enjoy services companies should determine the quality of services provided. If the services received by consumers exceeds or equals the expectation, it can be stated that the services provided by the service provider is a good or satisfactory and vice versa.

Knowledge Management

Knowledge management is a human feeling to make the process of knowledge sharing, as well as learn and work together more effectively, as a process that is mentaly fun (fun mentality) (David Gurteen, 2012). Knowledge management is the systematic process of finding, selecting, organizing, extracting and presenting knowledge in a certain way, so that workers are able to utilize and improve the mastery of knowledge in a field of study that is specific, then there is a process of institutionalization that knowledge is created as knowledge companies (Jann and Lantu, 2006).

Furthermore, according Luthans and Fred (2006: 7-15) knowledge management is accessing, evaluating, managing, organizing, filtering and distribution of information with certain ways so useful for the user. Knowledge according to Bloom covering know, comprehension, application, analysis, synthesis, and evaluation.

Management includes management functions such as planning, organizing, implementing and monitoring according to (George R Terry, 2009: 30).

Work Commitment

Work commitment in the context of this Work Employee Commitment is an attitude that reflects the employees' loyalty to the organization and to the continuous process in which members of the organization expressed concern to the organization and the success and progress, sustainable (Luthans, Fred, 2006: 249-250). Definition of commitment is the foundation to achieve success in every organization and every organization is a partner in achieving any predetermined goal ahead whether or not an organization lies in the level of commitment (Parboteeah, Praveen K., Cullen, John, 2011: 259).

2256

Furthermore, according to Hasibuan (2005) is the degree of commitment that believe and accept the organization's goals and does not leave the organization, (Mathis and Jackson 2008: 155). Work commitment is the ability of an employee or member of the organization to maintain a value in achieving the goals of the organization in general.

Work commitment is the degree to which employees are willing to trust completely, to accept corporate objectives and is willing to stay and not leave the company in the long term (Mathis and Jacson, 2008). Employee commitment is a condition where an employee has a strong desire to maintain membership in the company. It is not the career path, salary and so forth, but rather comfort and feeling so deeply to work in the company (Robbins and Judge, 2008).

3. CONCEPTUAL FRAMEWORK

Service quality effect on satisfaction (Wayne A. Roberts, Jr., Terry M. Chambers, 2014; and Amantha Raj A. Arokiasamy, Kanesanbin Abdullah Abdul Ghani, 2013). From the study of theory and previous research results above, the framework of this study as Figure 1 below.

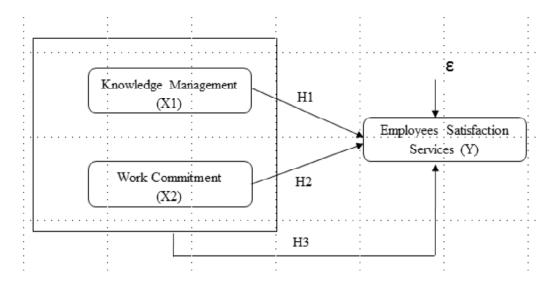


Figure 3: Conceptual Framework

Description: X1 = Knowledge Management; X2 = Work Commitment; and Y = Satisfaction Employee Services; ε = Other variables

Beradsarkan purposes of research and conceptual framework, then the hypothesis of this study are as follows:

- 1. Knowledge Management Service Employee Satisfaction effect on partial;
- 2. Work Commitment affect the Service Employees partial satisfaction; and
- 3. Knowledge Management and Work Commitment affect the Service Employee Satisfaction simultaneously.

4. **RESEARCH METHODS**

The unit of analysis of this study are educators, educators at Madrasah Aliyah Negeri Jambi Province. The population in this study are all teachers and employees of Madrasah Aliyah Country Jambi province, amounting to 293 people and a sample of his formula Slovin by the number of sample 169 respondents. Method of quantitative analysis, multiple linear regression analysis, the equation Y = a + b1x1 + b2X2 + e, where Y is the variable Employee Satisfaction Service Madrasah Aliyah Jambi Province, b1 and b2 are variable coefficient Knowledge Managementdan work commitments. Data analysis tool is an application program SPSS version 20.0.

Once analyzed with multiple linear regression, followed by analysis test of determination (R Square), testing the hypothesis partially (t test) and simultaneous (test F) with a 5 percent error rate Influence. Before the process of multiple linear regression test beforehand in research instruments (questionnaire) with the validity and reliability.

5. RESULTS AND DISCUSSION

Multiple linear regression model that is both qualified classical assumptions, among others all the normal distribution of data, the model should be free of heterokedastisitas. From the previous analysis, it has been proven that the model equations are proposed in this study meets the requirements of the classical assumption that the model equations proposed in this study is considered good. Multiple linear regression analysis was used to test hypotheses and simultaneous partial influence of independent variables on the dependent variable. Based on the multiple linear regression coefficient using SPSS 20.0 was obtained the results as shown in Table 1 below.

The coefficient of linear regression							
Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients			
		В	Std. Error	Beta	t	Sig.	
1	(Constant)	23.572	4.399		5.358	.000	
	Knowledge_Management_X1	.181	.047	.256	3.880	.000	
	Work_Commitment_X2	.473	.062	.505	7.643	.000	

Table 1					
The coefficient of linear regression					

a. Dependent Variable: Satisfaction_Services_Employees _Y

2258

From table 2 above the results obtained multiple linear regression equation: $Y = \alpha$ + $\beta 1X1 + \beta 2X2 + e = 23.572 + 0.473X2 0.181X1 + + e$. Description: Y = Satisfaction Employee Services; X1 = Knowledge Management, and X2 = Work Commitment. According to this equation can be interpreted:

- 1. Variable Knowledge Management and Work Commitment has a coefficient which marked positive direction to the satisfaction of Service Employees;
- 2. Constant value shows the effect of variable Knowledge Management (X1) and Work Commitment (X2). If the variable Knowledge Management rose one unit, it will affect the variables of one unit at Service Employee Satisfaction. This means that the variable Employee Satisfaction Service will rise or fulfilled by the variable unit Knowledge Management and Work Commitment;
- 3. The value of variable regression coefficient on the variable Knowledge Management Service Employee Satisfaction is 0.181, meaning that if the Knowledge Management rose 1 point, the Employee Satisfaction Service will be increased by the constant 23.572. Coefficient is positive, it means between Knowledge Management and Service Employee Satisfaction positive effect;
- 4. The value of variable regression coefficient Work Commitment to Customer Satisfaction variable is equal to 0.473, meaning that if the Work Commitment rose 1 point, the Service Employee satisfaction increased by constant = 23.572. Coefficient is positive, it means Work Commitment positive effect on satisfaction Employee Services

Analysis results of determination (R2)

To see the total effect of variable Knowledge Management (X1) and Work Commitment (X2) to the satisfaction of Service Employees (Y) can be seen from the coefficient of determination R2 as shown in Table 2 below:

		Tabo Test R and				
	Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.668ª	.446	.440	7.992		

a. Predictors: (Constant), Work_Commitment_X2, Knowledge_Management_X1

The R value of 0.668 indicates a double Effect (knowledge management challenge and work commitments) with Service Employee Satisfaction. Considering the variation of the value of R Square of 0.446 which indicates the magnitude of the role or contribution of Knowledge Management and Work Commitment able to explain the variable Employee Satisfaction Service (Y) of 44.6 percent and the remaining 55.4 percent is influenced by other variables. Another variable that can menpengaruhi Service Employee Satisfaction among them is kulitas Kayanan, (Hapzi Ali, Nanda Limakrisna, Said Djamalluddin, 2016). Furthermore, quality of service is also positive and significant impact on the Customer kepusan in this case the teacher or education personnel, (Nandan Limakrisna, Hapzi Ali, 2016).

Test Results Effect of Partial (t test) and Simultaneous (Test F)

Assessment of the effect of partial aims to examine whether each of the independent variables significantly influence the dependent variable partially with $\dot{a} = 0.05$ and also the acceptance or rejection of the hypothesis. Partial test (t test) to answer a hypothetical one and two of this study.

Tabel 3 T Test Results (Partial)					
No.	Independent Variabel	t Value	Sig. Level		
1 2	Knowledge Management (X ₁) Work Commitment(X ₂)	3,880 7,643	0,000 0,000		

Based on Table 3 above with figures obtained t count variable X1 for 3,880 Knowledge Management, because the value of t> t table (3.880> 1.96), then H0 rejected and H1 accepted, meaning partially significant effect on the satisfaction of Service Knowledge Management employees (Y). In addition, to conduct tests based on significance testing, can be seen from the output of significance of 0.000, due to the significance level figures more <0.005 (0.000 <0.05), it can be concluded that the effect on the Knowledge Management Service Employee Satisfaction (Y), thereby The first hypothesis is accepted.

Based on Table 3 above, obtained figures count variable t Work Commitment (X2) is 7.643, because t count> t table (7.643> 1.96), then H0 is rejected, meaning a partial no significant effect Work Commitment to Service Employee Satisfaction (Y). Based on significance testing, can be seen from the output of significance of 0.000, due to the significance level figures much <0.05 (0.000 <0.05), it can be concluded that the Work Commitment to Customer Satisfaction effect, thus the second hypothesis is accepted.

Tabel 4				
F Simultaneous	Test Results			

	ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	8547.595	2	4273.798	66.911	.000 ^b	
	Residual	10602.937	166	63.873			
	Total	19150.533	168				

a. Dependent Variable: Satisfaction_Services_Employees _Y

b. Predictors: (Constant), Work_Commitment_X2, Knowledge_Management_X1

2260

The third hypothesis, the Knowledge Management (X1) and Work Commitment (X2) positive and significant impact to the satisfaction of Service Employees (Y) simultaneously.

Based on Table 4 above (ANOVA table) obtained Fhitung 66.911 is greater than 2,67 F table (66.911> 2.67) and a significant value of 0.000 is less than 5 percent (0.000 <0.05). Then the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted, meaning that there is a positive and significant effect of the variable Knowledge Management (X1) and Work Commitment (X2) to the satisfaction of Service Employees (Y) simultaneously. Based on this, the third hypothesis is accepted.

From the results of this study can be explained by the three following discussion:

1. Knowledge Management affect the Employee Satisfaction Services

Knowledge Management is a drive to be the best, to achieve success in accordance with established standards and as a weapon or a tool to fight for success. Someone with such encouragement is hoping to achieve goals and develop kemampuaannya through knowledge, this includes schools of tasks, understand and know about the duties and responsibilities.

Service Employee satisfaction is something it wants to achieve all of management to manage something in the field in performing its duties and obligations. As someone head of the administrative personnel who have the responsibility of not only how to create the Service Employee Satisfaction but other than that he should be accountable to the government through a department that is on it, the presence of these things, of course, has a big challenge in carrying out their duties. In addition to functional limitation due to the lack of opportunity to develop intellectual skills due to the absence of costs and time resulting in overall Customer Satisfaction can be said is not optimal.

Based on the description can be expected no knowledge of the relationship with the service satisfaction majemen administrative personnel. Majemen then the knowledge of an employee in performing their duties related to the task. In societies, will create a good service when duty dilakasanakan accompanied by knowledge of the art, one of which is the knowledge of management.

This research is consistent with prior research (Hapzi Ali, Nanda Limakrisna, Said Djamalluddin, 2016), in which the Service Employee Satisfaction can be affected by the quality of their service. Furthermore, quality of service is also positive and significant impact on the Customer kepusan in this case the teacher or education personnel, (Nandan Limakrisna, Hapzi Ali, 2016).

2. Work Commitment affect the Service Employee Satisfaction

Work Commitment is awareness for the organization's activities melakasankan indicated by attitudes, values and habits or behavior at work. Work Commitment mark with pleasure tehadap organization is once again a sign of pride related to the level of presence, very much enjoyed his job and puts his job as the image itself. Someone committed bersunguh will work really, excited, and establish good cooperation in order mamapu achieve organizational goals and had success against the organization.

Based on the description to be expected there is a connection Work Commitment with service satisfaction administrative personnel. Work Commitment then an employee in performing their duties relate to anyone who does it. In societies where the school will create services and Employee Satisfaction Service was good.

Service Employee satisfaction is one of the objectives to be achieved by each head of administrative personnel in carrying out its duties and responsibilities as a manager that can be shown in manajerianya activity. Essensi commitment is to target employees and become one and the same organization, as well as having a strong target premises to target groups. Employees who are highly committed in performing their duties are expected to be memperlihatkan services. The high commitment of a head or an employee can not be separated from the trust will be a better deal to their management that their approach to human resource management as a valuable asset and not merely as a commodity that can be exploited at will of management.

The results are consistent with research (Hapzi Ali, Nanda Limakrisna, Said Djamalluddin, 2016), in which the Service Employee Satisfaction can be affected by the quality of their service. Furthermore, quality of service is also positive and significant impact on the Customer kepusan in this case the teacher or education personnel, (Nandan Limakrisna, Hapzi Ali, 2016).

3. Knowledge Management dan Work Commitment berpengaruh terhadap Kepuasan Layanan Karyawan

Knowledge management is a series of activities that are used by organizations to identify, create, describe, and distribute knowledge for reuse, known and studied in the organization. This activity is typically associated with an objective of organization and aims to achieve a specific outcome such as shared knowledge, improved performance, competitive advantage, or higher levels of innovation.

Someone who has a high Commitment Work can utilize the knowledge and skills they have to produce something useful for the organization. And someone who has a Work Commitment which can produce high quality products. Deming and Joseph Juran say about the quality of the product or result is conformity to customer expectations.

Satisfaction is the assessment of a person about how much his work as a whole to satisfy needs or the general attitude is the result of some special attitude towards factors of work, adjustment and social relationships of individuals out of work. In Islam, the service is a brotherhood, so to optimize the service and in layanai workers should have the same sense of brotherhood so the higher the sense of brotherhood will be the higher the level and the quality of its services. Based on the description result that Knowledge Management and Work Commitmentdan simultaneously affect the Service Employee Satisfaction. If someone has a Knowledge Management and Work Commitment are high can do their job properly on the school environment.

Another variable that can menpengaruhi Service Employee Satisfaction among them is the quality of their service, (Hapzi Ali, Nanda Limakrisna, Said Djamalluddin, 2016). Furthermore, quality of service is also positive and significant impact on the Customer kepusan in this case the teacher or education personnel, (Nandan Limakrisna, Hapzi Ali, 2016).

5. CONCLUSION

Based on the analysis and discussion of the findings of this study can be summarized as follows:

- Knowledge Management berengaruh positive and significant impact on Service Employee Satisfaction partially. To boost the Service Employee Satisfaction in serving in Madrasah Aliyah Country Jambi Province is increasing consistently Knowledge Management.
- 2) Work Commitment berengaruh positive and significant impact on Service Employee Satisfaction partially. To enhance the Service Employee Satisfaction in serving in Madrasah Aliyah Country Jambi province is to increase the Employees' Commitment on a consistent basis. The better the commitment it works the better the Service Employee Satisfaction.
- 3) Knowledge Management and Work Commitment positive and significant impact on the Service Employee Satisfaction simultaneously. Employee satisfaction can be increased through the Service Knowledge Management and Work Commitment. The better Pengentahuan Management and Work Commitment in Madrasah Aliyah Country Jambi province, it can also increase the satisfaction of Service Employees Yangdi expected.

References

Blomm, Benyamin. (2007), *Taxonomy of Education Objective, Hand Book, Cognitive Domain*, New York: Logman Inca.

Guilitnan, Joseph et, all. (2007), *Marketing Management*, New York: Mc Graw-Hill Companies. Hikmat, (2009), *Education Management*. Pustaka Setia. Bandung.

- Hasibuan, Malayu S.P. (2005), Human Resource Management. Edisi Revisi. Bumi Aksara. Jakarta.
- Hapzi Ali, Nanda Limakrisna, Said Djamalluddin. (2016), Model of customer satisfaction: the empirical study at BRI in Jambi. International Journal of Applied Business and Economic Research (IJABER) www.serialsjournal.com, ISSN : 0972-9380, Terindex Scopus 0.100 (Q4), New Delhi India, Vol. 13,No. 3, Page: [707-719].

Kotler, Amstrong. (2001), The principles of marketing. Erlangga. Jakarta.

- Keller, Kevin Lane. (2008), Marketing Management. Erlangga. Jakarta.
- L. Mathis, Robert dan H. Jackson, John., (2011), *Human Resource Management*. PT. Gramedia Jakarta.
- Luthans, Fred. (2006), Organizational Behavior. Andi. Yogyakarta.
- Mathis, Robert L. dan John H. Jackson. (2008), Organizational Behavior and Management. Erlangga. Jakarta.
- Nandan Limakrisna, Hapzi Ali (2016), Model of Customer Satisfaction: Empirical Study at FastFood RestaurantsIn Bandung, International Journal of Business and Commerce (ijbcnet.com), indexed Thomson & Covernicus, Vol. 6, No.01, (ISSN: 2225-2436), page [38-50].
- Parboteeah, Praveen K., and Cullen, John B., (2011), *Strategic International Management* Canada: South Western, Cengange Learning.
- Parasuraman A., Zeithaml V.A., dan Berry L.L. (1998), SERVQUAL: A Multiple-Item Scale for Measuring Customer Perception of Service Quality. *Journal of Retailing*. Vol.64. No.1.Pp.12-40.
- Robbins SP, dan Judge. (2008), Organiozational Behaviour. Salemba. Jakarta.
- Robbins. SP. (2006), Organiozational Behaviour: Concepts, Controvercies, Applications, New Jersey: Prantice Hall Int, Inc, 2006.
- Tjakraatmadja, Jann Hidajat dan Donald Crestofel Lantu. (2006), Knowledge Management dalam Konteks Organisasi Pembelajar Bandung. SBM-ITB. Bandung.
- Terry, George R., (2009), Principles of Management. PT. Bumi Aksara. Jakarta.
- Fandy, Tjiptono. (2012), Service Management. Andi. Yogyakarta.
 - ____(2007), *Management Services*. Andi.Yogyakarta.
- National Education System Constitution SISDIKNAS. UU RI no. 20 Th. 2003. Sinar Grafika. Jakarta.
- Veithzal Rivai, dkk., (2013), Leaders and Leadership in Organizations. PT Raja Grafindo. Jakarta.
- Eward, W Deming. (2006), Out of the crisis, Massachusetts Institute of Tecnology, Cambridge.
- Wayne A. Roberts, Jr. and Terry M. Chambers. (2014), Service Quality Dimensions and Satisfaction Determinants with the Alaska Ombudsman's Office, https://www.questia.com/ library/journal/1G1-397455475/service-quality-dimensions-and-satisfaction-determinants.

Yamit. (2014), Quality Management Products and Services. Ekonisia. Yogyakarta.

- Zeithaml, Valarie A. dan Bitner. (2000), *Consumer Behavior Research Guide*. PT Gramedia. Jakarta.
- Zaithaml V.A., Bitner M.J., dan Gremler D.D. (2013), Servicees Marketing: Integrating Customer Focus Across the Firm, Sixth edition. McGraw-Hill. New York.