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TITLE OF PAPER Novianty Djafri* 1Department of Management Education, Faculty of Education Science , University of Gorontalo Country, City Gorontalo, Country 2Research Center, City, Country *noviantydjafri@yahoo.com Abstract Each school is responsible together in Management organization through something that innovation in strengthening school culture.

At the final destination which is expected by the school is the achievement of an organization that has a strengthening of the culture of the school is the best, but certainly there are obstacles in achieving that occur both in various fields, both academic and operational. The school goal is achieved or not is determined by the quality of human resources.

Therefore, researchers focus of this paper on service quality administrative personnel. Problems in this paper to express ideas or thoughts about the author an important role in strengthening the school administrative staff of the school culture is the problem of this paper How is the quality of schools, the implementation of educational administrative personnel management, the efforts made and the results achieved in improving the quality of service management innovation administrative personnel education in schools through innovative development of a culture of service quality management education personnel.

This paper is intended to express the idea or the author's thoughts on an important role in strengthening school education personnel, school culture of innovation in improving the quality management of Administrative service personnel. The method used is literature study with qualitative descriptive approach. The results of the literature review

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education personnel consists of personnel chief administration school, business and executive officers of special services.

Implementation of the education process in schools through the support role. The school as a center of cultural value development can be done through the use of innovative processes and implementation of rules and policies in accordance with the technical guidelines and instructions implementation is.

Efforts to implementation through the provision of excellent service to all elements of the inside and outside of school, both educators, students and the surrounding community. Keywords: Personal, Service, School and Culture. 1. Introduction Educational administrative personnel in each school known as administrative employees (TU).

Personnel serving as support personnel for the educational process at school. Although serving as non-teaching education staff, administrative personnel still uphold the development of cultural values ??education . Quality Education is determined by the role the assistance of educational administration in each school.

Although it does not deny that all management activities on the control and supervision of school principals through the program throughout the school community, as educators perform their duties, namely: did the administration, management, development, supervision, and technical services to support the educational process at the unit education.

Personnel in the functioning of the educational process plays a strategic role in shaping national character through personality development, technological innovation and values ??attitudes and actions ; excellent service desired by consumers . Viewed from a technical dimension / course of the learning process, staff also should be able to demonstrate the performance and results of its work through the achievements of the service indicator of customer satisfaction ratings in the execution of their duties.

In connection with the demands of professionalism towards the achievement of the implementation of tasks, staff should pay attention to the quality of education that leads to the commitment of national education. If you look at this: what is the right business

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done by educators to improve the quality of education through the development of each school culture? Therefore it is important to understand how the system and appropriate management strategies to manage/organize school administration in accordance with the quality of service of the educational staff appropriately, is the through improving the quality of human resources services, based on the important role of education personnel development and innovation in strengthening school Innovation school culture and cultural development of service quality management education personnel. 2.

Materials and Methods 2.1. Materials Material from the article was obtained through a search of the list of sources of theory study which was written by the expert / experts in accordance with the title of this article.

The purpose of this paper material to uncover ideas or thoughts about the author of an important role in strengthening school education personnel, school culture of innovation in improving service quality management education personnel . Through the identification of a list of books related resource staff, getting the literature review, review of tasks, functions and roles of educational personnel . 2.2. Methods The method used is literature study with descriptive approach .

Writing this type of search data from literature readings and approach used is the phenomenological approach , namely how to uncover the facts , attributes and attitudes with respect to the service of education personnel tasks associated with the phenomena associated with the implementation of the tasks of education personnel (administration). 2.2. Data Analysis The data obtained through the reading lists of literature sources is presented through descriptive analysis of qualitative 3.

Result and Discussion The big difference in school with each other , there is the extent of the development of value and innovation conducted by school officials , based on the development of a characteristic that in doing human resources. Human resources in the school institution consists of Educators and Education Personnel (Wukir: 2013).

School education personnel dealing with people who are different , there are children , teenagers and adults , even parents . not always dealing with adults , but also cater to

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children . Educational staff (Administration) is an adult in charge of serving adults and were in educational environments , So even against the other schools that require excellent service , they are obliged to develop a school culture through the planting of moral values ??and positive character of the students and implementation of energy management educational administration .

One way that can be done by educators in the school to serve the users with the best service is through the structuring of academic service quality management of the school by replacing the bureaucratic paradigm is busy with internal affairs , be customer-oriented school . Schools should be positioned as a customer at the front. Thus , the customer is directed schools as a target .

School always hear customer flare , attention to the needs and customer base keingina , and attention to the rights of the customer (Ali Imron , 2009: 47). The school as a center of cultural value development can be done through the use of innovative processes and implementation of rules and policies in accordance with the technical guidelines and instructions implementation is namely : Under (Decree No.

8 of 2005) to improve the quality of teachers and institutions that formed what one called DITJEN PMPTK Directorate General quality Improvement of Teachers and Education Personnel (DG PMPTK) , where the agency has a duty to formulate and implement policies in the field of technical standardization to improve the quality of teachers and early childhood education , elementary education , secondary education , and nonformal education.

As more details DG PMPTK functions are as follows : (1) prepare the formulation of the department in the field of improving the quality of teachers and (2) implementation of the policy in the field of improving the quality of teachers and (3) Preparation of standards , norms , guidelines , criteria , and procedures in the field of improving the quality of teachers and (4) Providing technical guidance and evaluation in the field of improving the quality of teachers and (5) The administrative affairs of the Directorate - General : Translation of the duties and functions of the Director General PMPTK this is a goal to be achieved in the management educators .

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Efforts education personnel in the implementation of education are : implementation through the provision of the best services to all elements within and outside the school , by education personnel is to the students, the community in the community outside the school and around the school. Educators are community members who are devoted and raised to support education. (Law No. 20 General provisions) 20 2003 psl 1 , Chapter 1.

Personnel : Represents personnel in charge of planning and carrying out administrative , management , development , supervision , and technical services to support the educational process in the educational unit . (Law Year No.20 of 2003, PSL 39 (1)). So Personnel are community members who are devoted and raised to support the Implementation of Education .

Personnel seeks to improve the achievement of results in the development of school culture based on service quality management education administrative staff in schools through innovative development of a culture of service quality management education personnel . According to Aas Syaefudin (2005: 103) states that the purpose of educational personnel management is that they have the ability , motivation and creativity for : (1) Achieve a school system that is able to overcome their own weaknesses .

(2) Continuously adjusts school education programs to the needs of life (study) learners and competition for people's lives in a healthy and dynamic . (3) Provide the leadership (in particular setting up a reliable cadre of educational leaders and can serve as an example) that mempu realize that human organization is more understanding of human relationships at every level of management of the national educational organizations .

Educational staff consists of personnel chief admininstrasi school, business and executive officers of special services . Personnel who served in the administration of institutions to manage: (1) Administration of the correspondence and archiving (2) Administration of Civil Service (3) Administration of Students (4) Financial Administration (5) Inventory Administration and others.

Implementation of the education process in schools through the support role that education personnel : According to Law No. 20 of 2003 Article 39 : (1) education

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personnel in charge of the administration , management , development , supervision , and technical services to support the educational process in the educational unit .

The school as a center of cultural value development can be done through the use of innovative processes and implementation of rules and policies in accordance with the technical guidelines and instructions implementation is The implementation efforts through the provision of excellent service to all elements of the inside and outside of school, both educators, students and the surrounding community.

According to the Ministry of National Education (2010:5) excellent service at its core generating customer satisfaction more than they originally expected . Providing excellent service is a habit that must be carried out continuously. A habit that continues to recur and become a norm in the organization is then entrenched as the school culture.

As stated by Aan Komariah and CEPI Triatna (2005: 101) that "The school as an organization, has its own culture that shaped and influenced by the values??, perceptions, habits, education policies, and behaviors of people who are in it." the type of service which must then be given administrative staff of the school to the parties who are in need of educational administration services.

Referring to Joko Prayogo (2010: 1) which states that "the power of the school administration should be able to provide administrative services are excellent and implement services 7 K, namely Health, Health, Security, Beauty, Kinship, and shade. " The Role of School Personnel in the implementation of quality management services and linkage cultural development schools, in accordance with the values ??and behaviors that constantly raised by the school community.

School administrative personnel also contributed in strengthening the implementation of academic services through strengthening school culture , particularly the culture that provides excellent service. Aan Komariah and CEPI Triatna (2005: 102) said that the school culture as a typical characteristic of the school that can be identified through the values ??espoused, its attitude, habits of the display , and the actions shown by all school personnel who formed a special unit of the school system .

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School administrative staff have an important role in the implementation of effective education in schools. Everything that takes place in school life is in the context of educational effectiveness. School administrative personnel the service excellent help customers meet their needs and do the best possible way so that customers feel very satisfied.

(KEMENDIKNAS, 2010: 6). Referring to Decree No. 24 Year 2008 on Manpower Administration Standards for School / Madrasah there are competencies that must be met by school administrative personnel , namely personal competence , social competence, technical competence, and competence managerial (special head of school administration staff) .

According to the author, there are two dimensions of key competencies that are very close to the cultural development of education by administrative staff at the school, the dimensions of personal competence and social competence dimension. It is based on the application of moral values ??are seen directly as a hallmark of maturity administrative staff of the school who became a role model for students.

On the dimensions of personal competence and social competence dimensions, consisting of competencies and sub competencies. In professional education personnel should have the competence and commitment Having a professional manner to improve the quality of education to form human resources that are reliable, innovative, productive, creative and accomplished, through strategy development, training, reward and opportunity thrive / compete continuously and sustainably . 4.

Conclusion Based on the description that has been presented authors draw the conclusion that : Service quality management of school education staff in the development of school culture can be maintained through the skills, commitment and high motivation of each individual . This is confirmed in Article 39 of Law No. 20 of 2003 on National Education System, which states that (1) education personnel in charge of the administration , management , development , supervision , and technical services to support the educational process in the educational unit .

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The management goal of education personnel is more directed at the development of quality education, forming human resources that are reliable, innovative, productive , creative and accomplished . Acknowledgements The Organizing Committee of ICoMaNSEd 2015 would like to thank all the Speakers, Presenters, and other parties who have contributed in the conference and for supporting the event.

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