



Mentoring for the Implementation of Internal Quality Assurance for Bimba AIUEO Managers in Subang Regency

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ABSTRACT

This article presents the results of mentoring activities for the implementation of internal quality assurance for Bimba AIUEO managers in Subang Regency. The activities, carried out in the form of training and workshops, aimed to improve managers' and tutors' understanding of quality culture, the development of Standard Operating Procedures (SOPs), and techniques for developing instruments for measuring parent satisfaction. A total of 30 tutors from various Bimba AIUEO branches in Subang Regency participated in the activities, which took place at Jl. D.I. Panjaitan Gang Karang Sari 58, RT 011/003, Subang 41215. Through a participatory approach that integrates theory and practice, these activities resulted in increased awareness of the importance of process standardization and customer satisfaction measurement. The results of the mentoring are expected to form the foundation for sustainable improvement in the quality of early childhood education services in the region.

Keywords: *Internal quality assurance, Bimba AIUEO, parent satisfaction, early childhood education*

INTRODUCTION

Early childhood education (PAUD) plays a strategic role in shaping the foundation of a child's character and interest in learning. In Subang Regency, Bimba AIUEO, a non-formal educational institution, is gaining increasing popularity due to its focus on Fun Learning, the Small Step System, and the Individual System. However, increasing competition between institutions requires management to continuously improve service quality to maintain parental trust.

Internal quality assurance is a crucial approach to ensuring service consistency across all branches. This mentoring activity is designed to equip managers and tutors with the knowledge and skills to build a culture of quality, develop standard operating procedures (SOPs), and measure parent satisfaction as a key indicator of the institution's success.

This activity was carried out as a form of community service involving synergy between education practitioners, academics, and the Subang Regency Education Office. The author expresses his deepest gratitude to the Head of PAUD and Community Education Development at the Subang Regency Education Office for their support and support in organizing this event. Hopefully, we can continue to work together in the future to provide broader benefits to the community.

The quality of educational services is determined not only by children's learning outcomes but also by the satisfaction of parents as strategic partners. Parental satisfaction is defined as the comparison between perception (what is felt) and expectations (what is desired). When perception exceeds expectations, parents will become loyal and support the institution's development.

The culture of quality at Bimba AIUEO is a collective commitment from all elements of the institution to the highest standards. This culture is realized through continuous processes and proven learning methods (Fun Learning, Small Step System, Individual System). Meanwhile, Standard Operating Procedures (SOPs) serve as the backbone of quality by providing consistent, step-by-step guidance for various processes, from student registration and learning sessions, progress evaluations, and communication with parents. The service satisfaction dimensions used refer to the SERVQUAL model, which includes: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

METHODOLOGY

The mentoring activities were implemented using a participatory and andragogical approach. The activity stages included:

1. Planning
 - a. Identification of participant needs through coordination with Bimba AIUEO management.
 - b. Preparation of training materials covering quality culture, standard operating procedures (SOPs), and techniques for developing parent

satisfaction survey instruments.

2. Implementation

The activity took place on Tuesday, June 16, 2026 (as scheduled), at Jl. D.I. Panjaitan Gang Karangsari 58, RT 011/003, Subang 41215.

- a. Participants: 30 tutors and Bimba AIUEO management.
- b. Materials:
- c. Building a quality culture and standard operating procedures (SOPs) at Bimba AIUEO.
- d. Techniques for developing parent satisfaction measurement instruments (using a Likert scale of 1-4).
- e. Challenges in developing SOPs and their solutions (intensive training, team involvement, and the use of Business Process Management).

3. Evaluation

Evaluation is conducted through group discussions, participant reflections, and the development of a follow-up plan for SOP implementation, as well as a satisfaction survey.

RESULT AND DISCUSSION

Participants demonstrated high enthusiasm throughout the activity. Through presentations and discussions, they understood that SOPs are not an administrative burden, but rather a tool to ensure consistent service across all branches. Some of the priority SOPs discussed included:

1. New Student Registration SOP
2. Learning Session Implementation SOP
3. Student Progress Evaluation SOP
4. Parent Communication SOP
5. Operational SOP (shop management, administration, facility maintenance, and educator training)

Participants also successfully developed a framework for a parent satisfaction survey instrument based on the five SERVQUAL dimensions. An example of a critical area that frequently emerged was communication about child development, which became the focus of systemic improvement.

The synergy between the culture of quality (as the spirit) and SOPs (as the framework) was a key strength resulting from this activity. Participants recognized that consistent implementation would support the institution's expansion and create a superior generation that loves to learn.

Challenges identified: Lack of initial understanding, documentation difficulties, and resistance to change. Agreed upon solutions: Ongoing training, direct team involvement, and the use of a BPM approach.

CONCLUSION

This mentoring activity for the implementation of internal quality assurance has successfully increased the capacity of Bimba AIUEO administrators and tutors in Subang Regency. With a strong quality culture and standardized SOPs, it is hoped that the parent satisfaction index will continue to increase, thereby enhancing the institution's image and sustainability. Recommendations: 1. Implement SOPs gradually across all branches with regular monitoring. 2. Conduct periodic parent satisfaction surveys and follow up on the results with systemic improvements. 3. Strengthen synergy with the Subang Regency Education Office for a broader quality development program.

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