



Analysis of Educational Technology Approaches in Supporting Health Services at College Clinics

Tiersa Reinie Undap

Universitas Negeri Manado, Manado, Indonesia

Received : July 17, 2024
Revised : August 9, 2024
Accepted : August 30, 2024

Abstract

Educational technology is a growing area of interest, including healthcare management in higher education. This study aims to evaluate the role of educational technology in improving health service management in college clinics, with a focus on the Universitas Negeri Manado Clinic. The research method used was a qualitative approach with data collection techniques including in-depth interviews, direct observation, and documentation. Data were analyzed using the triangulation method to identify key themes and in-depth interpretation of the influence of educational technology on health services. The results showed that the implementation of educational technology in college clinics can improve the efficiency and effectiveness of health services. Information technologies such as electronic medical record management systems and e-learning platforms have helped to improve the process of planning, implementing and evaluating health services. However, there are challenges in terms of system integration and additional training needs for staff. This study found that while educational technology provides significant benefits, its successful implementation is highly dependent on infrastructure readiness and user skills. Suggestions for improvement include increasing technology training for staff, updating hardware and software, and strengthening evaluation procedures to ensure that technology can be optimally used to improve the quality of health services.

Keywords:

Educational Technology, Clinical Health Services, Universitas Negeri Manado

(*) Corresponding Author: tiersaundap@unima.ac.id

How to Cite: Undap, T. R. (2024). Analysis of Educational Technology Approaches in Supporting Health Services at College Clinics. *JTP - Jurnal Teknologi Pendidikan*, 26(2), 605-617. <https://doi.org/10.21009/jtp.v26i2.48036>

INTRODUCTION

Education is an important part in supporting the sustainability of the nation and state. The quality of education is also determined by the health aspects of students including quality education management. Indonesia has various levels of education including higher education which is managed through a university management system. Quality education can be measured by the perception of activity organizers (Giroth et al., 2021). In addition to providing academic services, universities also need to pay attention to the quality of their students by providing health services. Health services provided by universities are in the form of a college clinic. The college clinic plays a dual role as a health service provider for students and staff as well as a learning center for students in the health sector. In the digital era, educational technology approaches offer opportunities to improve the quality and efficiency of healthcare services (Tuma, 2021). Educational technology includes the use of software, applications, and digital tools to support teaching-



learning processes and clinic management (Gause et al., 2022). The management of healthcare in higher education clinics deserves attention especially to identify and address gaps that exist in the literature and current practice. Although many studies have addressed general aspects of healthcare management, there are specific issues that have not been fully explored, especially in the context of college clinics. This creates a gap in the literature regarding how the local context influences effective management models. Although educational technology is increasingly recognized as an important tool in healthcare, its specific implementation in the college clinic is less explored (Ryan et al., 2022). Many studies have focused on technology in clinical teaching, but few have examined how educational technology can be used directly to improve the quality of healthcare in college clinics. This gap is important as the utilization of technology can improve efficiency, accuracy, and patient satisfaction.

Higher education health services are regulated in Regulation of the Minister of Health of the Republic of Indonesia Number 35 of 2019 concerning Health Sector Education Vehicles stating that in organizing health sector education, health service facilities are needed in the form of teaching hospitals and health sector education vehicles as a place of learning that provides the widest possible opportunity for students to gain knowledge and experience in accordance with the expected competencies; that health service facilities used as health sector education vehicles need to be regulated technically and systematically in supporting the implementation of health sector education in order to produce health workers who can carry out their professional practices in accordance with health standards.

Currently, the sustainability of development is determined by the Human Development Index. The Human Development Index is measured by three indicators, namely Health, Education and Living Standards. Training and education practices must be taught from an early age (Pring, 2021). Health and Education are closely related in encouraging the improvement of the quality of human life, this is like a metabolism (Warouw et al., 2021). Law Number 17 of 2023 concerning Health explains that health is a human right and one of the elements of welfare that must be realized in accordance with the ideals of the Indonesian nation as referred to in Pancasila and the 1945 Constitution of the Republic of Indonesia and that everything that causes health problems in the Indonesian people will cause great economic losses to the state, and every effort to improve the degree of public health also means investment for the country's development. The government must assist the survival of the community by providing health facilities and facilities that uphold human rights, especially the right to life as research concerns the importance of fulfilling the right to health of the community.

Good and high-quality service management can be supported by high employee performance professionalism where professionalism is an ability or expertise to carry out or perform a job or task based on skills and knowledge and supported by the work attitude required by the job (Fu'ad & Huda, 2018). In this case, health activities or services require good management, so that the objectives of each activity or program can be achieved properly. The process of organizing scientific activities or the science of art on how to use resources efficiently and effectively and rationally to achieve these goals is called management (Pananrangi & SH, 2017).

Health care in higher education is an important aspect that supports academic operations and the welfare of students, staff, and the surrounding community (Menon & Suresh, 2020). College clinics serve not only as supervisors of health services and as educational facilities for aspiring health professionals. It is a place where students can get medical care and other health support, and also a platform for developing professional skills in the healthcare field. These clinics often face unique challenges in providing effective and high-quality services while also contributing to the academic mission of the institution. Health is an important and integral factor in maintaining, nurturing and improving the performance of the entire academic community of a University, Institute, College, Polytechnic or Academy campus. Health can also be linked to higher education especially in the capacity of clinic management. Higher education clinics certainly need to be managed according to higher education management standards according to the application of the latest curriculum model (Rawung et al., 2021, p. 21). Higher education management that applies the Total Quality Management approach can be a reference for higher education clinic services (Rumbay et al., 2021). The main problem to be investigated in this study is the lack of effectiveness of health service management in college clinics, particularly at Universitas Negeri Manado. Although college clinics have an important role in providing quality health services for students, staff, and the surrounding community, there are still significant challenges faced in terms of planning, organizing, implementing, and evaluating health services.

According to Ratminto in his book entitled "Service Management" it is said that good service management will only be realized if strengthening the bargaining position of service users is a top priority. Based on the opinion of Azrul Azhar, the definition of health services is any form of health service or program aimed at individuals or communities and implemented individually or jointly in an organization, with the aim of maintaining or improving the degree of health they have. Meanwhile, according to Munif Arifin, health services are an activity or a series of activities that are invisible (not palpable) that occur as a result of interactions between consumers and employees or other things provided by the service provider company in question. Every activity process is determined by participation (Warouw, 2020). Consumers in this case are people who need health services, while employees are everyone who works in health service agencies, both health workers and non-health workers.

The process of educational activities cannot be carried out properly if the human resources are not healthy (Sa'dullah & Hidayatullah, 2020). Universitas Negeri Manado has a clinic that functions as a health facility and practice site for students. In an effort to improve services, this clinic began to adopt various educational technologies. Research conducted by Henny Hendarti in 2010 from Bina Nusantara University entitled "Utilization of Information Systems for Medical Management and Health Services in Clinics" (Hendarti et al., 2008). This research was conducted to design a health service information system at a public clinic that can assist clinic employees in the process of developing clinic health services with information systems that are expected to support more effective and efficient operational activities. By implementing a clinic service information system application, it can help all business processes and health services to reduce errors

and defects in clinic health management. In addition, by creating the required reports, both financial and managerial reports, it can assist clinic management in making decisions and planning regarding health service management at the clinic through the ongoing health service information system and identifying information needs problems at the clinic.

The research conducted by Wahyu and the research being conducted by the researcher above are both examining the services of a health clinic. The difference in this study is that there are research methods used where Wahyu uses quantitative descriptive methods while researchers use qualitative descriptive methodology in researching clinic health services. Research conducted by Wahyu Kartika Aji in 2011 from Diponegoro University Semarang with the title "The Effect of Service Quality, Price and Facilities on Patient Satisfaction (study of As-Sifa Clinic Patients in Bekasi Regency). This research is motivated by the number of patient visits to the As Syifa clinic which is still fluctuating and has not met the target set by management (Aji & Soesanto, 2011). The pandemic has affected various lines of development (Warouw et al., 2024). Technology has become a necessity in education, technology is used to improve the quality of learning. (Gusti et al., 2021). The pandemic that hit the world encourages technology to be applied more still in education (Herliandry et al., 2020). Research on technology integration in healthcare management has generally focused on large hospitals or clinics. However, little has addressed how health education and information technology can be effectively integrated in college clinics. Most research on healthcare management focuses on public hospitals or private clinics in larger urban areas. However, in-depth studies on healthcare management in college clinics in more remote or specific areas, such as in North Sulawesi, are very limited. A research gap in this context is the lack of studies that specifically explore and offer solutions to improve the effectiveness of health service management in tertiary care clinics, especially in North Sulawesi Province, with a focus on Universitas Negeri Manado (UNIMA).

METHODS

This research used a qualitative approach with a case study method (Priya, 2021). In this research, data was collected through in-depth interviews with clinic managers, medical personnel, and students, as well as direct observation at the Universitas Negeri Manado Clinic. Data analysis was conducted using the triangulation method to ensure the validity and reliability of the findings. The research subjects included clinic managers, doctors, nurses, and students practicing at Universitas Negeri Manado Clinic. Participants were selected based on their involvement in the use of educational technology at the clinic. Data were collected through semi-structured interviews, observation, and document analysis. Interviews were conducted with a pre-formulated guide, but remained flexible to explore issues that arose during the interview process. Data were analyzed using thematic analysis techniques. The analysis steps include interview transcription, data coding, identification of main themes, and interpretation of results. This research will be

conducted for four months starting in October 2023 until February 2024, with the initial month of observation, and preliminary studies.

Qualitative research is an approach that emphasizes the results of researcher observations, so the role of humans as research instruments is an absolute must (White & Cooper, 2022). In fact, in qualitative research, the position of the researcher becomes the key instrument. To be able to understand the meaning and interpret the phenomena and symbols of interaction in the research location requires the involvement and appreciation of researchers on research subjects in the field.

Observation was conducted to collect data on health service management practices at the college clinic. The researcher will directly observe the daily activities at the clinic, including interactions between staff, patients, and students, as well as the ongoing operational processes. Observations can be participatory or non-participatory, depending on the extent to which the researcher wants to be involved in the clinic activities. Data collected through observation includes detailed field notes on activities, work patterns, and social dynamics in the clinic environment.

Furthermore, a documentation study was conducted. This technique involves collecting data from various relevant documents, such as clinic annual reports, SOPs, patient records, management policies, and training materials. These documents provide an in-depth picture of existing structures and procedures and help confirm or supplement information obtained through observations and interviews. Documentation also allows researchers to see developments and changes in healthcare management over time.

Interviews were conducted with various parties involved in clinic management, including managers, medical staff, and students. The interviews were semi-structured, providing flexibility for the researcher to explore topics that arose during the discussions. The interviews provided insights into the perceptions, experiences, and challenges faced by the respondents in healthcare management at the college clinic. Furthermore, a data triangulation process was conducted to increase the validity of the research results by combining data from various sources and methods.

RESULTS & DISCUSSION

Result

Regarding the condition of facilities and infrastructure, the Universitas Negeri Manado (UNIMA) Clinic has various health facilities that support services to students and staff. Based on observation, the clinic is equipped with examination rooms, basic laboratories, and supporting areas such as waiting rooms and pharmacies. The clinic's infrastructure, although adequate, shows a need for improvement in terms of modern medical technology. For example, more advanced diagnostic equipment and a more integrated health information management system (HIS) could improve service efficiency. Universitas Negeri Manado as a university in eastern Indonesia made various breakthroughs in educational development. This research method uses descriptive qualitative research to understand how the

management of health services in college clinics in North Sulawesi, namely Manado State University in Tondano, in planning health services, implementing health services, monitoring and evaluating health services to follow-up problems in health services in each college clinic. The beginning of the research in integrating the analysis of the technology approach, the researcher conducted an information search regarding the clinic at Manado State University whether it could be found on a digital platform, the findings showed that this kniki had been recorded on the Google search engine.

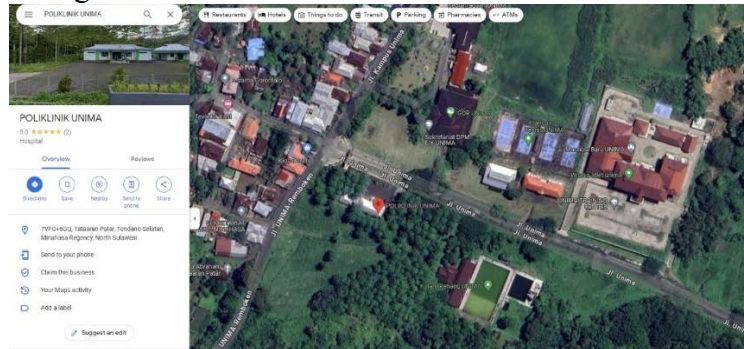


Figure 1. Alamat Lokasi Klinik Kesehatan Unima Di Lihat Melalui Google Maps

Universitas Negeri Manado is located in Tondano, a city in North Sulawesi Province, Indonesia. As one of the largest universities in the region, Universitas Negeri Manado has a significant student and staff population, as well as strong engagement with the local community. Universitas Negeri Manado Clinic was established to provide accessible and quality healthcare in the campus environment.

Universitas Negeri Manado Clinic is a health facility located within Universitas Negeri Manado, in Tondano, North Sulawesi Province. The clinic is designed to serve the health needs of students, university staff, and the surrounding community. The person in charge of clinic health service management in higher education is the head of the clinic as an akamik development unit under the coordination of the Vice Chancellor for general administration and finance, also known as Vice Chancellor II. On the other hand, the person in charge of health service management policy is the Government through the Ministry of Health and the Health Office for local governments.



Figure 2. Kondisi Klinik di Universitas Negeri Manado

Judging from the condition of the building, the Universitas Negeri Manado clinic is located near the main gate and is well maintained. Universitas Negeri Manado clinic offers various health services to meet the needs of students, leaders, university community, and the surrounding community. These services are (1) General Medical Services where the Universitas Negeri Manado clinic provides health checks especially for students but also does not rule out the possibility for the general public around, the clinic also accepts light care patients, and treatment for common diseases. (2) Health consultation where patients can consult with doctors to get advice and diagnosis regarding their health condition. (3) Simple laboratory examination services in collaboration with study programs that have laboratories. This clinic also provides simple laboratory tests, such as blood sugar, uric acid, and cholesterol both fasting and instantaneous. (4) Public health programs are also implemented by the Manadoba State University clinic to engage in public health programs, such as health campaigns, vaccinations, and counseling and social services with student organizations. (5) Health team services in all Universitas Negeri Manado activities such as assistance as a health team in seminars, workshops, UTBK and Independent New Student Admission Examinations, graduations, Nyong and Noni Campus Elections, PK2MB and other activities.

Universitas Negeri Manado Clinic is equipped with trained and experienced medical staff, paramedics and other health workers, including 1 specialist doctor, 1 general practitioner, 7 nurses, and 1 senior midwife, as well as an ambulance driver, cleaning service and 2 security. The facilities at the clinic are designed to provide convenient and efficient services, with basic medical equipment required to run a wide range of health services.

As a university clinic, the main focus is on student health. The UNIMA clinic is often the first port of call for students and academicians who need medical treatment or health counseling. The clinic can also play a role in providing health education and encouraging a healthy lifestyle among students.

Universitas Negeri Manado Clinic operates from 08.00 WITA to 15.30 WITA with the main outpatient service. Equipped with an operational vehicle in the form of an ambulance that allows to refer patients to more complete health facilities if necessary to refer patients who need it.

Discussion

Respondents in this study included students, academic staff, and health workers at the UNIMA clinic. The demographic profile showed that most of the respondents were students with an age range between 18 to 25 years. The majority of health staff have a nursing education background of D3 level or higher. These characteristics influence the dynamics of health services, especially in terms of delivering health information and education. Interview results revealed that students were generally satisfied with the services provided, but there were some complaints related to waiting times and availability of facilities. Positive experiences were often related to good interactions between patients and medical personnel, while dissatisfaction usually revolved around administrative and logistical issues. Interviews with clinic staff and patients identified several key themes: The quality of communication between patients and medical personnel was

a major factor in satisfaction. Some patients felt that the health information provided lacked detail or was inadequate, Availability of medical facilities and technology at the clinic was considered important. Patients wanted better access to diagnostic equipment and medical services and Health education is still an area that needs improvement, especially in terms of disease prevention and management.

Observations at the clinic showed that the service process was sometimes hampered by inefficient procedures. For example, patient flow from registration to treatment could be smoother with better use of technology, such as an electronic queuing system or patient data integration. Existing medical documentation showed that there were some incompleteness in recording and monitoring patients' health. This can affect the quality of care and efficiency of services. More stringent and systematic documentation procedures are needed to ensure accurate and complete health data. Data triangulation was conducted by combining interviews, observations and documentation to obtain a comprehensive picture. Interviews provided insight into the perceptions and experiences of patients and staff, while observations revealed actual conditions on the ground, and documentation provided historical and procedural data. The integration of these three methods helped validate the findings and identify areas for improvement. Data from interviews, observations and documentation showed consistency on some issues, such as the need for improved facilities and technology. However, there were some discrepancies, such as the difference between staff and patient perceptions of service satisfaction, which required further analysis to determine root causes.

Social Atmosphere and Social culture at the UNIMA clinic reflect positive interactions between staff and patients. Observations show that clinic staff, including doctors and nurses, try to build good relationships with patients, but there are still challenges related to cultural and language differences that affect communication. These social and cultural aspects are important in understanding how healthcare is received and perceived by patients. Analyzing the educational technology approach in college clinic management at Universitas Negeri Manado starts from the relevant rules (Hetarion et al., 2020). Law of the Republic of Indonesia Number 2 of 1989 concerning the National Education System is a conscious effort to prepare students through guidance, teaching, and/or training activities for their future roles. National education is education rooted in the culture of the Indonesian people and based on Pancasila and the 1945 Constitution (Nasional, 2003)

The educational technology approach needs to be seen from the education management mechanism. Education management is a systematic, systemic and comprehensive work process to develop education and achieve educational goals through the implementation of management functions (SAFARDAN, 2016). Educational technology needs to be part of the management of higher education clinics in accordance with the opinion on educational management, namely a series of activities ranging from planning to evaluation and reporting systematically on educational activities to achieve quality educational goals (Raharjo, 2014). The pandemic has also encouraged the application of technology in education (Kurniawan et al., 2024).

The results of the analysis that the management of the Manado State University clinic through an educational technology approach, because it can be

understood that this educational management is a systematic educational development activity to improve the quality of education through the implementation of management functions. The management function will run optimally through the application of technology.

Based on literature analysis obtained by researchers, there are several previous studies that are relevant to this research, both research from foreign and domestic researchers, such as research by Pankaj Deshwal, Vini Ranjan and Geetika Mittal who are researchers from clinics on the New Delhi campus, India examining College clinic service quality and patient satisfaction where the results of their research are the quality of health services and patient satisfaction who are campus residents / academicians influenced by the professionalism of clinic staff consisting of medical personnel and paramedical personnel (Deshwal et al., 2014) .

Furthermore, research by Wiwik Setyaningsih, Rita Benya Adriani and Prihatini from the integrated clinic of the Surakarta health polytechnic concluded the results of their research that there is a relationship between service quality and patient satisfaction with facility services at the clinic and health services officers have no relationship to service quality, therefore it is recommended (Setyaningsih & Adriani, 2016).

There is also research by Aini, Semiarty, Nursal, examining the quality of health services at accredited health centers in the city of Padang obtained the Importance Performance Analysis method and Cartesian diagrams. The results show that the quality of health services at the Accredited Health Center in Padang City is going well, based on the Cartesian diagram it is found that of the 22 attributes there are 3 attributes that are included in the top priority and must be improved immediately. The quality of service is good but not optimal, so improvements need to be made, especially communication and coordination between fellow staff and patients (Alfansuri et al., 2021).

Machmud R's research from the results of a literature study with the title service quality management found cases, it can be concluded that there are various problems or potential problems that must be corrected or prevented from occurring in the future. Quality goals are prepared based on the results of identifying problems, both those that have occurred and those that have the potential to occur, and opportunities for improvement that are expected to better satisfy customers. (Machmud, 2008).

Referring to the four previous studies that are relevant to this research, it is clear that there is a difference where none of the previous studies have examined health service management at several university clinics (multi-site) and have different problematic phenomena (multi-case). So this research is worth researching because it has a novelty that will produce the latest theories and findings in health service management in college clinics.

The results of the literature study strengthen the research findings. The results and discussion that became the findings of this research regarding the analysis of the educational technology approach in health service management at the clinic at Universitas Negeri Manado were

- 1) Implementation of Educational Technology at UNIMA Clinic, where UNIMA Clinic has adopted various educational technologies, including clinic management information systems, e-learning applications, and medical

simulations. These technologies are used to support the teaching-learning process, manage patient information, and facilitate communication between medical personnel and students.

- 2) **Impact of Educational Technology on Healthcare** The application of educational technology has increased the efficiency of clinic operations, improved the accuracy of medical records, and accelerated the diagnosis and treatment process. In addition, students involved in the use of these technologies report an increase in their understanding and clinical skills.

Although educational technology has been implemented in the management process of the University clinic, there are challenges in implementing educational technology. The main challenges in implementing educational technology at UNIMA Clinic include limited resources, resistance to change, and lack of training for staff. Budget constraints make it difficult to implement the latest technology, while some medical staff have shown resistance to changing existing working methods.

The advantage in the application of educational technology found during the follow-up observation conducted by the researcher is that improving the quality of health services through educational technology will improve the quality of clinical health services including at the Universitas Negeri Manado clinic. The clinic's management information system will allow quick and accurate access to patients' medical records, which is crucial for timely diagnosis and treatment.

The use of technology will also enhance students' learning experience as the integration of educational technology in clinical practice has provided a richer learning experience for students. Medical simulation and e-learning allow students to hone their clinical skills in a safe environment before facing real patients.

Of course, implementing educational technology in university clinical health services is not free from challenges, but through consistent implementation, the challenges faced can be overcome through consistency in making greater investments in educational technology and training for staff. In addition, changes in organizational culture are needed to encourage the adoption of new technologies and improve collaboration between medical personnel and students.

CONCLUSION

This study shows that educational technology can play an important role in improving the quality of healthcare and learning experiences in college clinics. Although there are challenges in its implementation, the benefits are far greater. Recommendations for this study include increased investment in educational technology, training for staff, and changes in organizational culture to encourage innovation and collaboration. Based on the results of the research conducted at Universitas Negeri Manado Clinic, several main conclusions can be drawn as follows: The importance of Planning and Management because health service planning in college clinics such as Universitas Negeri Manado still requires improvement in terms of strategic planning and resource management. The current planning process already covers several important aspects but is often not optimally integrated in daily practice.

The quality of facilities and technology needs to be improved as current clinical facilities and technology do not fully support the provision of optimal health services. There is an urgent need to update medical equipment and health information systems to improve the efficiency and effectiveness of services. Social and Cultural Influences need to be considered as social and cultural factors influence the way patients receive and understand health services. There are challenges related to communication and health education that require more attention to ensure that all patients can understand and follow medical instructions properly. Service Process Effectiveness is an important area where service processes in the clinic have shown some shortcomings, especially in terms of speed of service and integration of patient data. More efficient processes and appropriate use of technology can help address these issues and improve patient satisfaction.

Based on the above conclusions, the following are some suggestions that can be considered to improve health service management at Universitas Negeri Manado Clinic namely Improved Planning and Management where the Clinic needs to develop a more comprehensive and integrated strategic plan for health service management. This includes improvements in long-term planning as well as management of human resources, facilities, and technology. The need for modernization of facilities and technology as well as increased training programs for health workers on effective communication and health education needs to be strengthened. This is important to overcome cultural and language barriers and improve patient understanding of the care provided. Further research and continuous evaluation are needed to monitor the progress and effectiveness of improvements made. The clinic should continue to collect feedback from patients and staff to assess the success of change implementation and make necessary adjustments and strengthened by building partnerships with other healthcare institutions and using academic networks to utilize additional resources and knowledge can strengthen the clinic's ability to deliver quality healthcare services.

ACKNOWLEDGEMENT

The results of research on analyzing the Educational Technology Approach in Supporting Health Services at College Clinics, especially those conducted in studies at Universitas Negeri Manado, have been compiled. For these results, the author would like to thank all those who have participated in the implementation of the research, especially the Manado State University. We also thank the Journal of Educational Technology for publishing this publication.

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