

# Stakeholder Relationship Management Strategy to Improve the Quality of Education Services

## Abstract

Stakeholder relationship management is one of the important aspects in the implementation of education that is oriented towards improving service quality. Stakeholders in education include internal and external parties, such as educators, students, parents, the government, the business world, and the community. Strategically managed relationships can create harmonious cooperation, increase trust, and strengthen support for educational programs. Actionable strategies include transparent communication, active participation in decision-making, and strengthening ongoing partnerships. In addition, the use of information technology also plays a role in increasing the effectiveness of coordination and information delivery between stakeholders. The implementation of an effective stakeholder relationship management strategy is expected to be able to improve the quality of education services as a whole, both from academic and non-academic aspects, so that educational institutions can produce graduates who are competent, adaptive, and in accordance with the needs of the community.

**Gabriela Vanesa Mutiarani<sup>1\*</sup> and Hafidzah Nur'Abidah<sup>2</sup>**

<sup>1\*</sup>Global Scholarly Research Institute, Indonesia

<sup>2</sup>Universitas Negeri Makassar

\*[Vanesamutiarani533@gmail.com](mailto:Vanesamutiarani533@gmail.com)

**Keywords:** Stakeholder Management, Quality of Education Services, Educational Collaboration.

## 1. Introduction

Education is one of the main factors in the development of quality and competitive human resources. In its implementation, the implementation of education is not only the responsibility of educational institutions, but also involves various parties who have interests in the sustainability and quality of education. Stakeholders in education include the government, educators, students, parents, the business world, and the wider community. The role of each of these parties is very important in supporting the creation of an education system that is effective, adaptive, and able to answer the challenges of the times. Therefore, good relationship management is needed in order to create synergistic cooperation in improving the quality of education services.

Along with technological developments, globalization, and the increasing demands for the quality of education, educational institutions are required to be able to build an effective and sustainable stakeholder relationship management strategy. This strategy includes open communication, active involvement in planning and decision-making, and building mutually beneficial partnerships. A well-managed relationship will have a positive impact on improving the quality of educational services, both in terms of the learning process, supporting facilities, and the

development of student competencies. Thus, strengthening stakeholder relationship management is one of the strategic steps in realizing quality education that is relevant to the needs of the community [1].

## 2. Materials and Methods

Materials and methods in the discussion of stakeholder relationship management strategies in education in general include various sources of information related to the concept of education management, stakeholder management, and improving the quality of education services. The materials used are usually in the form of academic literature such as books, scientific journals, scientific articles, and relevant education policy documents. In addition, supporting data can also come from reports of educational institutions, educational management guidelines, and other reference sources related to the relationship between stakeholders in the world of education. The use of these various sources aims to obtain a comprehensive overview of stakeholder relationship management strategies in improving the quality of education services [2].

The method used is generally descriptive with a literature study approach, which examines various theories, concepts, and practices of managing stakeholder relationships in education. This approach is done by collecting, analyzing, and synthesizing information from various relevant sources to produce a systematic understanding. In addition, the qualitative analysis method can also be used to interpret the information obtained so that it can explain the relationship between stakeholder relationship management strategies and improving the quality of education services as a whole. This approach is expected to be able to provide an overview of the importance of managing stakeholder relationships in supporting the quality of education [3].

## 3. Results

The results of the discussion in general show that the implementation of stakeholder relationship management strategies makes a positive contribution to improving the quality of education services. Educational institutions that are able to build effective and transparent communication with stakeholders tend to have stronger support in the implementation of educational programs. In addition, the active involvement of stakeholders in the planning and evaluation process of educational programs can increase the relevance of the policies implemented, so that educational services become more in line with the needs of students and the community [4].

In addition, strengthening partnerships between educational institutions and external parties such as the government, the business world, and the community also affects the improvement of the quality of infrastructure, the development of educator competencies, and innovation in the learning process. The use of information technology in establishing communication and coordination between stakeholders has also been proven to be able to increase the efficiency and effectiveness of education service management. In general, these results show that planned and sustainable management of stakeholder relations is one of the important factors in supporting the creation of quality education services [5].

### 3.1 Results of Implementation of Stakeholder Relations Management Strategy

The results of the implementation of stakeholder relations management strategies in educational services show that there is an increase in coordination between internal and external parties of educational institutions. Schools or educational institutions are able to build more open communication with parents, the government, the community, and the industrial world. This has an impact on increasing trust in educational institutions and strengthening support for educational service quality development programs [6].

In addition, good stakeholder relationship management also contributes to improving the quality of learning processes and academic services. The active participation of stakeholders helps educational institutions in understanding the needs of education service users more accurately. Thus, the policies and programs made become more relevant, adaptive, and oriented towards

improving the quality of education in a sustainable manner.

### 3.1.1 Visualization of Stakeholder Relations in Education

The relationship between stakeholders in education is generally depicted in the form of a diagram that shows the relationship between various parties involved in the implementation of education. This diagram helps explain the roles of each party such as schools, students, parents, government, society, and the business world. This visualization also shows that the success of education services does not depend only on one party, but is the result of the cooperation of various stakeholders [7].



Figure 3.1 Example illustration of the relationship between education stakeholders.

The image above is a visual example of the relationship between education stakeholders that shows the relationship between elements in the education system. Through the mapping of these relationships, educational institutions can identify roles, responsibilities, and effective communication patterns to improve the quality of educational services as a whole.

### 3.2 Implementation of Stakeholder Relations Strategy in Education Services

The implementation of stakeholder relations strategies in education services is carried out through the implementation of policies, work programs, and planned and sustainable communication activities. Educational institutions need to ensure that every stakeholder understands their role and contribution in supporting the improvement of the quality of educational services. This implementation can be carried out through regular communication forums, cooperation in education development programs, and stakeholder involvement in strategic decision-making [8].

cooperation on the quality of education services. With consistent implementation and oriented towards continuous improvement, educational institutions can create harmonious relationships with stakeholders so as to be able to improve the competitiveness and quality.

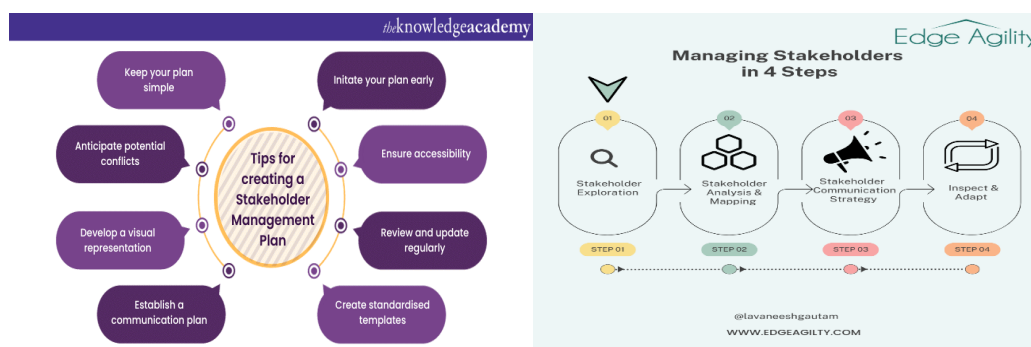


Figure 3.2 Example illustration of the implementation of stakeholder relations strategies in education.

#### 4. Discussion

The discussion of stakeholder relationship management strategies in improving the quality of education services shows that the success of education implementation is greatly influenced by the quality of the relationship between educational institutions and their stakeholders. Relationships built through open, transparent, and sustainable communication are able to increase trust and active participation from various parties. When stakeholders feel involved in the decision-making process and development of educational programs, support for improving the quality of education services will be stronger. This can also help educational institutions in identifying real needs in the field so that the policies and programs prepared become more targeted [9].

In addition, stakeholder relationship management strategies also play a role in creating an education system that is adaptive to changes and developments of the times. Collaboration between educational institutions, the government, the business world, and the community can encourage the creation of innovation in learning, improve the quality of infrastructure, and develop the competence of educators. With good synergy, educational institutions can improve the quality of services in a sustainable manner and are able to produce graduates who have competencies in accordance with the needs of society and the world of work. Therefore, managing stakeholder relations is one of the strategic factors in supporting the achievement of optimal quality of education services.

#### 5. Conclusion

The conclusion of the discussion on stakeholder relationship management strategies in improving the quality of education services shows that the success of education implementation is not only determined by the internal quality of educational institutions, but also by the strength of relationships with various stakeholders. Relationships that are strategically managed through effective communication, active engagement, and ongoing partnerships are able to provide significant support for improving the quality of educational services, both from academic and non-academic aspects.

In addition, the implementation of a good stakeholder relationship management strategy can help educational institutions in adjusting to the development of the needs of society and the world of work. Synergy between educational institutions, the government, the community, and the business world is the key to creating quality and sustainable educational services. Thus, strengthening stakeholder relationship management needs to be a major concern in efforts to improve the quality of education services as a whole [10].

#### References

- [1] C. A. Eden, O. N. Chisom, and I. S. Adeniyi, "PARENT AND COMMUNITY INVOLVEMENT IN EDUCATION: STRENGTHENING PARTNERSHIPS FOR SOCIAL IMPROVEMENT," *Int. J. Appl. Res. Soc. Sci.*, 2024, doi: 10.51594/ijarss.v6i3.894.
- [2] B. Donatille, C. B. Emmanuel, J. L. Uwimana, and E. Niyobuhungiro, "The Role of Stakeholder Collaboration and Community Engagement in Enhancing Curriculum Implementation and Adaptation in Schools," *East African J. Educ. Stud.*, 2025, doi: 10.37284/eajes.8.4.3913.
- [3] M. Mahbubi, A. H. Cholili, A. A. S. Huda, and Shuhada, "Enhancing Educational Quality Through Effective Communication in Private Universities," *J. Educ. Learn. Sci.*, 2025, doi: 10.56404/jels.v5i1.124.
- [4] S. S. Pettalongi, "Transforming Education Management Strategies for Realizing Innovation and Creativity Based Schools," *J. Pedagog.*, 2025, doi: 10.62872/njatvy45.
- [5] M. Al Husaini, S. Patimah, A. Warisno, and N. H. Murtafiah, "EDUCATIONAL QUALITY MANAGEMENT IN INTEGRATED ISLAMIC SCHOOLS (The Role of Stakeholders in Improving the Quality of Edu)," *Cakrawala Pedagog.*, 2024, doi: 10.51499/cp.v8i1.634.
- [6] R. Anholon *et al.*, "Guidelines to enhance stakeholder management in higher education institutions," *Int. J. Sustain. High. Educ.*, 2024, doi: 10.1108/ijshe-02-2024-0153.

- [7] M. Abdurrahim, "Multi-Stakeholder Collaboration in Education Management to Achieve SDGs 2030," *Gest. Educ.*, 2024, doi: 10.62872/9n7h8v41.
- [8] L. Filho *et al.*, "Promoting sustainable development via stakeholder engagement in higher education," *Environ. Sci. Eur.*, vol. 37, 2025, doi: 10.1186/s12302-025-01101-0.
- [9] J. Abidin, M. Tihami, and N. Jumhana, "Innovative Educational Governance: Exploring the Role of Stakeholder Participation and Principal Leadership in Enhancing Service Quality," *Int. J. Innov. Sci. Res. Technol.*, 2025, doi: 10.38124/ijisrt/25jul1873.
- [10] N. Usmanova, "A MODEL FOR MANAGING STAKEHOLDERS' INTERACTION IN THE PROCESS OF CREATING DIGITAL EDUCATIONAL INNOVATIONS," *MOSCOW Econ. J.*, 2025, doi: 10.55186/2413046x\_2025\_10\_1\_29.