



Planning for Implementation of Integrated Quality Management in Increasing Public Trust

Tita Ulandari^{1✉}, Jumira Warlizasusi², Emmi Kholilah Harahap³, Elce Purwandari⁴

Universitas Islam Nusantara Al-Azhaar Lubuklinggau, Indonesia^{1,4} Pascasarjana IAIN Curup, Indonesia^{2,3}

e-mail : titaulandari23@gmail.com¹, Jumira.ifnaldi@gmail.com², emmiharahap57@gmail.com³,
purwandari.elce@gmail.com⁴

Abstrak

Penerapan manajemen mutu terpadu dalam meningkatkan kepercayaan masyarakat di latar belakang oleh permasalahan tentang banyaknya lembaga pendidikan yang dinilai masih kurang menerapkan manajemen mutu terpadu dalam meningkatkan kepercayaan masyarakat. Tujuan penelitian dilakukan untuk mengetahui perencanaan penerapan manajemen mutu terpadu dalam meningkatkan kepercayaan masyarakat. Tempat penelitian di Madrasah Tsanawiyah Darul Ishlah (MTs) Kota Lubuklinggau. Metode yang digunakan dalam penelitian ini adalah metode kualitatif kualitatif. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, dan dokumentasi. Teknik Analisis data yang digunakan berdasarkan model Miles dan Huberman, yang terdiri dari empat aktivitas yaitu: pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Data yang sudah diperoleh kemudian dicek keabsahan menggunakan teknik triangulasi. Hasil dari penelitian menunjukkan bahwa: Perencanaan implementasi manajemen mutu terpadu dalam meningkatkan kepercayaan masyarakat di MTs Darul Ishlah Kota Lubuklinggau disusun oleh kepala madrasah. Penelitian ini baru, karena belum pernah sebelumnya dilakukan di MTs Darul Ishlah Kota Lubuklinggau. Kontribusi penelitian dapat memberikan pemahaman bagi sekolah/madrasah lain yang ingin melaksanakan perencanaan penerapan manajemen mutu terpadu, memberikan referensi bagi peneliti lain yang ingin melakukan penelitian terkait manajemen mutu terpadu pada sekolah/madrasah.

Kata Kunci: Perencanaan, Penerapan, Manajemen Mutu Terpadu, Kepercayaan Masyarakat

Abstract

The implementation of Total Quality Management (TQM) to enhance public trust is motivated by the issue that many educational institutions are perceived as lacking in the application of TQM practices aimed at boosting public confidence. This study aims to examine the planning involved in implementing TQM to increase public trust. The research was conducted at Madrasah Tsanawiyah (MTs) Darul Ishlah in Lubuklinggau City. A qualitative research method was employed, utilizing data collection techniques such as observation, interviews, and documentation. Data analysis followed the Miles and Huberman model, comprising four activities: data collection, data reduction, data display, and conclusion drawing. The validity of the obtained data was verified using triangulation techniques. The research findings indicate that the planning for the implementation of Total Quality Management (TQM) aimed at enhancing public trust at MTs Darul Ishlah, Lubuklinggau City, was formulated by the head of the madrasa. This study is novel, as no such research had previously been conducted at MTs Darul Ishlah, Lubuklinggau City. The study contributes by offering insights to other schools or madrasas intending to plan the implementation of TQM and by providing a reference for other researchers interested in studying TQM within the school or madrasa context.

Keywords: Planning, Implementation, Integrated Quality Management, Public Trust

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✉ Corresponding author :

Email : titaulandari23@gmail.com

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INTRODUCTION

Education is an absolute necessity and very important for every nation, this is because the role of education influences national development. Education is a very valuable and noble long-term investment, especially for the younger generation who will determine the progress of a nation. Furthermore, education has a strategic role in utilizing the potential of human resources optimally so that it is expected to have broad knowledge and thoughts, have appropriate skills, have an independent and responsible personality, so that they have an understanding and appreciation of others (Engkoswara & Karomariah, 2012). Education is a culture that can elevate human dignity. This is in line with Law no. 20 of 2003 Chapter II article 3 explains that national education functions to develop capabilities and form dignified national character and civilization in the framework of educating the nation's life, aiming at developing the potential of students to become human beings who believe and fear God Almighty, have noble character, healthy, knowledgeable, capable, creative, independent, and become a democratic and responsible citizen (Undang-Undang RI, 2003). Therefore, the government must ensure equity in education so that it has an impact on improving quality in facing the challenges of changing times, especially changes in education that are planned, directed and sustainable (Adewahyu et al., 2022). Based on the UNDP (United Nations Development Programme) survey results, Indonesia's low human resources are the result of the low quality of education at various types and levels of education. Therefore, one of the main policies of national education development is to increase the quality and relevance of education. In addition, the expansion and equity of education as well as accountability is also a national education development policy (Wulandari et al., 2018).

Education in Indonesia, both formal, non-formal and informal education is managed by educational institutions. In an effort to create good situations and conditions between the management of educational institutions and the community, intense and sustainable cooperation and harmonization from the two parties is needed, because basically community relations is an activity to instill and gain understanding, support, trust, and an award from the institution in particular and the community in general (Suryosubroto, 2012).

Competition between educational institutions that is getting tougher must be supported by a good strategy so that the good image of educational institutions can be developed, based on this, service to consumers is the main priority of educational institutions. Building an image is not an easy thing to do. Competition between educational institutions continues to be carried out in order to attract human resources (HR) consumers. In competition, some strengthen HR, some strengthen the field of building facilities and other facilities, some are interesting in the funding sector, but some pay more attention to and strengthen the network than others (Mulyasana & Aisha, 2012). Management focused on customer needs and continuous improvement continuously is Integrated Quality Management. In order to produce quality educational products, one effort that can be done is to implement management principles such as quality management integrated (Total Quality Management). Creech put forward five important principles of TQM, namely the organization as the center quality development, products that are relevant to consumer needs, processes which is directed to quality products as expected, existence strong leadership and finally the commitment of a number of civitas academics and all education stakeholders to realize the vision and mission education (Tilaar, 2009)

Integrated quality management (Total Quality Management) is a quality control system to best meet customer satisfaction. The concept of TQM in education views educational institutions as the essence of services and not as a production process. TQM in this case does not discuss the issue of input (students) and output (graduates), it is about customers who have needs and how to satisfy them that customer. In historical reality, madrasas grow and develop from, by and for the Islamic community. So from the start, the madrasa was the concept of community-based education (Mulyasa, 2012). In integrated quality management activities there is an element of communication. Communication relations with the community are necessary in order to

build trust community towards the school (Nawawi, 1995). Departing from this view, the author is compelled to explore about integrated quality management in increasing public trust in MTs Darul Ishlah Lubuklinggau. Development of MTs Darul Ishlah which quite rapidly, this is evident by the large number of students who are interested in entering it is at MTs Darul Ish that the greatest number achieves approximately 100 students. Therefore the author wants to know more more about Planning for Integrated Quality Management in Increasing Public Trust at MTs Darul Ishlah Lubuklinggau.

There have been many studies examining the implementation of integrated quality management in increasing public trust, but each region certainly has its own characteristics regarding this theme. Both from the causes of the collaboration, who was involved, the stages that were passed during the collaboration, commitment, obstacles that were passed, and the authority of each party involved. In addition, the focus of the problem under study is related to the implementation of integrated quality management in increasing public trust, in a forum not much has been done by previous researchers. This research was conducted using reference from several existing research. Of course these previous studies has the same scope as this research. Here are a few Previous studies that serve as the basis for research are as follows,

Fajar Murtaza majoring in Islamic Education Management at UIN Ar-raniry Darussalam Banda Aceh research entitled Quality Management in Improving Student Skills at SMKN 1 Mesjid Raya Neuheun. The difference with the researchers conducted by the researchers was the research location which took place at SMKN 1 Mesjid Raya Neuheun and the research subjects, while the researchers' research was about increasing public confidence whose research was at MA Alhayatul Islamiyah Malang City. Another difference is in the level of education studied, based on the level studied by previous researchers whose research was at SMKN, while the level carried out by researchers was at the Madrasah Tsanawiyah level. The similarities between researchers and this research are qualitative methods, and data were also obtained through observation, interviews and documentation.

Anna Yulia Ervita, the Department of Islamic Education Management researched the Implementation of Integrated Quality Management at Muhammadiyah Middle School Penengahan, South Lampung. The difference with the research conducted by researchers was that the research location was located at Muhammadiyah Middle School, Penengahan, South Lampung, while the research location was at MA Alhayatul Islamiyah, Malang City. Differences in other research subjects, namely previous research on the implementation of integrated quality management, while this research is to increase public trust. The similarities in this study are that they both discuss the implementation of integrated quality management at the middle level and are found in the research methodology that uses qualitative methods, and data is also obtained through observation, interviews and documentation.

Ahmad Abroza, thesis, PPs, UIN Malang, 2015, Implementation of Quality Management Systems in Improving Teaching and Learning Processes The similarity is focusing on the Implementation of Quality Management Systems in secondary schools, and the difference lies in the aspects of the research subjects.

the author is encouraged to explore integrated quality management in increasing public trust in MTs Darul Ishlah Lubuklinggau. The choice of the madrasa as the research location was due to the fact that the authors saw the development of the madrasa which was quite rapid, this was proven by the large number of students who were interested in entering MTs Darul Ishlah Lubuklinggau which was relatively large. That reaches approximately 100 students. Therefore the author wants to find out more about the Implementation of Integrated Quality Management in Increasing Public Trust at MTs Darul Ishlah Lubuklinggau. based on the description of the background above, the authors conducted a research article entitled "Implementation of Integrated Quality Management in Increasing Public Trust." This is directly related to the implementation used by madrasas in improving integrated quality management in building public trust at MTs Darul Ishlah Lubuklinggau

METHODS

The method used in this article uses qualitative approach. By using descriptive qualitative methods, techniques data collection used is observation, interviews and documentation. The stages of the course of this research start from the preliminary stage, the stage of determining the formulation of the problem, the research objectives, the problem definition, the data collection stage, the analysis stage, the discussion stage, the conclusion drawing stage, and the report preparation stage. The data analysis technique used in this study is the Miles and Huberman, which has four activities namely: data collection, data reduction, presentation of data, and drawing conclusions. Data analysis is a process of systematically searching and compiling data obtained from interviews, field notes, documentation, with how to organize data in categories, break it down into units, synthesize, organize into patterns, choose which ones are important and what will be studied, and make conclusions so that it is easily understood by oneself themselves and others. At this stage the data is processed and utilized in such a way as to succeed in deducing truths that can be used to answer questions or questions raised in study. The data that has been obtained is analyzed Then check the validity of the data using triangulation techniques. The research subjects included: the principal of MTs Darul Ishlah, the vice curricula of MTs Darul Ishlah, the Deputy Head of Public Relations of MTs Darul Ishlah, and 5 Guardians of Santri MTs Darul Ishlah students. This research was conducted at Al-Azhaar Islamic Boarding School, Jln. Pelita Jaya Kel. Pelita Jaya Kec. West Lubuklinggau I South Sumatera this research was conducted for 2 months, from March to May 2023. In addition to testing the validity of this research, researchers used the readability test program.

RESULTS AND DISCUSSION

Results

Quality management in schools requires planning to be directed. It is undeniable that an institution of any kind requires careful planning to achieve goals effectively and efficiently. By planning is therefore the most important process of all management functions, without planning, other functions will not be able to run and also become the initial capital so that activities can be more focused and achieve the desired goals. In general, the quality of education has value, benefits, which suitability is in accordance with an scertain specifications for educational inputs, processes and outputs felt by consumers who use educational services.

In this case planning at MTs Darul Ishlah Lubuklinggau carried out by the principal which was discussed with the school committee in this matter as expressed by the vice principal of the curriculum field.

"Designing annual, semiannual and monthly work programs planned and those that have been prepared, coordinated by the head of the madrasah or the madrasah committee, so for the planning stage of all stakeholders involved in compiling

Based on the information above, it can be seen that to design or planning a work program planned and prepared by the principal along with madrasah committee. Quality management planning activities carried out with reference to the results evaluation of the work program in the previous year. Preparation is closely related with the school's vision, problems and follow-up. To know quality management planning in madrasahs, namely there is guidance on teachers as well as teacher supervision, this was disclosed directly by the deputy head of school in the field of curriculum.

"To plan quality management, namely by guiding teachers such as making lesson plans, scheduling, PKG (assessment of teacher performance, supervision teacher to find out whether it is appropriate as planned by madrasah"

From the interview above it can be concluded that for guarantee planning quality, madrasahs conduct training for teachers, scheduling, assessment of teacher performance to achieve the goals planned earlier by

madrasa. The purpose of doing the planning is to find out the quality assurance of madrasas and also the professionalism of teachers as As stated by the Deputy Head of School for Curriculum:

"The purpose of this plan for teachers is to improve the quality of madrasas and also the professionalism of teachers so that teachers according to their respective fields

Explanation from The vice principal of the curriculum field can be concluded that with holding such planning for teachers can increase professionalism teachers and also make teachers more competent in accordance with the field they are in mastered so that it indirectly also influences in improving skills of these students and also gives confidence to the people who send their children to school MTs Darul Ishlah Lubuklinggau as stated by the vice principal for curriculum:

"The purpose of implementing quality management is to attract interest the community with the MBS (mahayis business center) program which taught with digital marketing or with finished graphic design training What is taught in madrasas is not only academic but also equipped with business training skills as its selling point"

From this explanation it can be concluded that madrasas for improve the skills of students planning training of students so that not only get academic lessons but also get non-academic skills.

Below is a review of what is planned by the head school from the three points above:

1. Teacher development.

Coaching for teachers is carried out by the school principal in the form of:

- a. Determination of resources and activities needed for achieve the vision and mission of the school
- b. Assignment of specific responsibilities
- c. The necessary delegation of authority to the teacher for carry out their duties

2. Facilities and infrastructure.

In planning the procurement of facilities and infrastructure for the principal accommodate suggestions and input from teachers and then the principal consults with all teachers, the meeting aims to find out the priority scale for facilities and infrastructure that are considered more important in their procurement or those that will be repaired.

3. Student achievement.

To improve the principal's student achievement at the beginning semester held a meeting with all teachers to schedule any activities or competitions to be participated in for the next semester so that in planning the teacher could provide guidance to students who would take part in these activities.

4. Increase public trust.

In increasing the trust of the principal, the madrasah holds a schedule of activities that involve the community around the school and its members committees and alumni so that from these activities the head of the madrasah can find out the wishes of the community and the community can also find out what activities will be carried out at school for one semester.

Discussion

Planning is the first step carried out in the implementation of integrated quality management in increasing public trust, in this process planning is made and structured so that the next process can be carried out properly. Darul Ishlah Lubuklinggau MTs in improving quality and also increasing public trust is carried out by means of deliberations with all the people in the school.

According to Bounds quoted by Nasution (2005), basically the concept of integrated quality management contains three elements, namely:

1. Customer value strategy.
2. organizational system.
3. Continuous quality improvement

Integrated quality management planning is a process and careful determination of things to be done in the future in order to achieve predetermined goals (Widjaya, 1987). Planning for the implementation of integrated quality management in increasing public trust in Mts Darul Ishlah consists of several steps. This process starts with an introduction to the environment such as at Mts Darul Ishlah Lubuklinggau. madrasas are maintained.

Meanwhile, in increasing trust in the school according to Mulyasa (2008) is to increase the community's understanding of the goals and objectives that the school wants to realize, increase the school's understanding of the conditions and aspirations of the community towards the school, increasing the efforts of parents and teachers in meeting the needs of students and increasing the quantity and quality of parental assistance in school education activities, increasing public awareness about the importance of their role in advancing education in schools in an era of development, maintaining public trust in schools as well as what is done by the school, school accountability for the expectations imposed by the community on the school, support and assistance from the community in obtaining the necessary resources to continue and improve school programs. Writers of scientific articles in the field of Islamic education often experience difficult situations when writing results and discussion sections. Education quality standards basically come from process quality learning, because in the learning process there is service to students as the main customer of education. The learning process is activities carried out by the school and centered on the needs of students, including planning, implementation, assessment, and monitoring. All activities that relating to the learning process is regulated in the National Education Standards, which results from the discussion of Ma'arif NU 5 Sekampung Lampung Timur can be concluded: (1) a) the learning process begins with the learning planning process, determining teaching methods, learning resources, and learning assessment. b) learning process must end with a formative test in order to evaluate and provide motivation to students. c) the learning process must provide positive feedback. (2) the maximum load of teachers, facilities and infrastructure, in the teacher's learning process provides exemplary, the teacher must be able using teaching methods, syllabus and teaching adapted to student ability level. (3) in conducting the evaluation, namely: a) evaluation teaching skills, b) personality evaluation, c) professionalism evaluation, d evaluation by utilizing students, and e) evaluation by utilizing guardians students (4) lack of enthusiasm from student guardians in filling out blanks of suggestions and criticisms, there are still teachers who haven't maximized their use of liquid crystals display (LCD), health insurance is not evenly distributed, there are still a few teachers lack of commitment in carrying out the quality standard program.

It is not uncommon for writers of scientific articles in the field of education and quality management to experience complicated situations in writing the results and discussion sections. In the world of education we have not fully met expectations community customers. This phenomenon is marked by the low quality of graduates, finally Often the results of education disappoint the community. Quality of educational graduates which are less suited to the needs of the labor market and development, either industry, banking, telecommunications, and more job market sectors tend to strengthen other sectors that are more likely to strengthen existence just school. Even human resources are prepared through education as the next generation of a good nation has not been fully satisfactory if in terms of morals, morals and national identity in cultural diversity nation. Ways that can be used to improve the quality of education are by implementing TQM/MMT in education is a philosophy of continuous improvement continuous process where educational institutions provide a set of suggestions or tools for fulfill that goes beyond the current needs, wants and expectations of customers and the future. Based on the results of research conducted by the author in the discussion that the implementation of integrated quality management (MMT) in SMP Muhammadiyah the mediation of South Lampung has been carried out well, but from a number of there are still many parts that need to be addressed by means of continuous improvement continuously from various fields, with the implementation of integrated

quality management in Muhammadiyah Middle School is also expected to become Muhammadiyah Middle School can improve the quality of schools and can compete with other schools.

CONCLUSION

Facilities and infrastructure in planning the procurement of facilities and infrastructure the principal accommodates suggestions and input from the teachers then the principal consults with all teachers, the meeting aims to determine the priority scale for facilities and infrastructure that are considered more important in their procurement or which will be repaired. Improving student achievement, the principal at the beginning of the semester holds a meeting with all teachers to schedule what activities or competitions will be participated in for the next semester so that in planning the teacher can provide guidance to students who will take part in these activities.

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