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Integrated Quality Management in Increasing Customer Trust (Multisite Study at Tebuireng Science Middle School Jombang and Miftahul Huda Nganjuk Science Middle School)

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Abstract

Education is effort for form man in a way whole, entire, complete, and integrated in all aspect his humanity. Quality education is foundation development source Power superior and capable human being in a way proactive answer ongoing challenges of the times changed. Implementation all element education available at the institution education can be implemented well, if managed with use concepts and principles management with right and good, this will impact on efficiency program implementation, increasing quality, and productivity education in the end make institution the quality.

Keywords: Integrated quality management, customer trust

Introduction

Research Context

Educational institutions as provider service education and developers source Power man quality in the global era, so institution education should based on quality with notice that superiority is very important thing takes priority moment This. Implementation all element education in institutions education can be implemented well, if managed with use concepts and principles management. Principles implemented management with right and good will impact to efficiency program implementation, increasing quality, and productivity education in the end make institution the quality. Quality education is hopes and demands all over *stakeholders* education, so school/institution education must can give good service and quality so that it does n't abandoned and capable compete with institution education other. Customer trust education to Miftahul Huda Nganjuk Science Middle School and Tebuireng Science Middle School Jombang No can separated from quality graduates and service education from second institution the. Quality of graduates and services created from implementation management quality supported integratedwith enforcement system guarantee quality institutions and leadership head school. With quality graduates and optimal service will give satisfaction for customer education, so trust customer to second institution education it is very optimal.

Study Previous

Total Quality Management in Higher Education Institutions. *Southeast Asian Journal of Islamic Education Management*. (Husna Nashihin, et al, 2021) ^[21] *Implementation of total quality management (TQM) perspective theory Edward Deming, Juran, and Crosby*. (Riyuzen Praja Tuala, 2020) *Management Improving School Quality*. (Umi Hanik, 2020) *TQM Implementation in Progress Quality of Education*. Research by (Khoiron Nasihin, 2018). *Influence Integrated Quality Management and Culture Organization to Effectiveness of Teacher Performance, Study at Nurul Falah High School, Bogor Regency*. (Muttaqin, 2021). *Implementation Integrated Quality Management in Vocational Schools Alhikmah 2 Sirampog Brebes*. (Zaki Ulin Nuha, 2020). *I implementation Integrated Quality Management in Creating Excellent Schools in MTsN 1 Malang City*. (Nur Rohan, 2018). *Implementation of Integrated Quality Management in Improving Education Quality at the Bogor Nature School Elementary School*. (Nur Rahmi Sonia, 2021).

Research Methods

Study this use approach qualitative with type multisite. Research at Tebuireng Science Middle School Jombang and Miftahul Huda Nganjuk Science Middle School. The presence of researchers is a benchmark for success or understanding of

multisites. Researcher start from observation beginning or pre observation until with real research. So, role researcher as planner, implementer, data collector, analyzer, data interpreter, and reporter of research results. Data sources include informant, location events, and documents. Data collection techniques with observation participants, documentation and interviews deep. Data analysis using technique analysis of Saldana, Miles and Huberman. Whereas checking data validity is carried out through discussion Friend peers, triangulation data sources, and triangulation method.

Research Results and Discussion

Research Result

- i). Planning quality in increase trust customers at Tebuireng Science Middle School Jombang and Miftahul Huda Nganjuk Science Middle School

In quality planning, through : determination standard guarantee quality school, policy in accordance change standard national education (SNP) includes : standards competence graduate, standard content, process standards and standards assessment, shaping team guarantee quality school, school has policies, goals, objectives clear quality, management procedures (clear tasks, detailed and systematic plans, provisions/rules.

- ii). Quality implementation in increase trust customers at Tebuireng Science Middle School Jombang and Miftahul Huda Nganjuk Science Middle School

In implementing quality, through: strong leadership, the school has open (transparency) management, the curriculum is developed according to current developments (*up to date*), learning tools are developed in accordance with graduate competencies, the effectiveness of the teaching and learning process is high, the teaching and education staff are competent, effective management of educational staff, has a distinctive Islamic culture, an assessment system with thorough learning using KKM

- iii). Control quality in increase trust customers at Tebuireng Science Middle School Jombang and Miftahul Huda Nganjuk Science Middle School as follows: Do measurement achievement standardization quality with evaluation by means of School Self-evaluation is carried out a year once, monitoring by supervisor school in accordance needs, regular evaluation and updating of the curriculum, National Assessment (AN), teacher certification and improvement competence teacher professionalism, accreditation implemented school every 5 years once, administrative supervision. Apart from that, the school has a student development program and a school partnership system involving the community.

- iv). Quality improvement in increase trust customers at Tebuireng Science Middle School Jombang and Miftahul Huda Nganjuk Science Middle School, through:

strengthening the curriculum, building good relationships with parents and the community, strengthening school management capacity, strengthening teaching and educational staff resources, schools having continuous evaluation and improvement, building and developing distinctive competitive advantages and unique.

Discussion

Frequent problems looks in management institution Islamic education is aspect management, leadership, resources Power human, financial, and aspects institutional. Therefore there it is a number of possible efforts done in increase quality

Islamic education. By management, still Lots institution no Islamic education yet adopt modern management in management education. Although so already start looks Islamic boarding schools and madrasas are starting using modern words and using foreign words in names institutions and program activities. However, that's the point lies in the managerial process not in the name and program.

Referring to the Juran Trilogy, quality institution Islamic education can improved with do improvements to aspects planning quality/quality, control quality/quality, and improvement quality/quality. Main content planning quality is identify needs public to institution Islamic education such as Islamic boarding schools and madrasas. Next, what is expected from graduates as well as need urgent matter faced by Muslims. Next, institutions Islamic education is a must translate need that to in activity programs and preparation steps in the process of implementing the program for produce participant quality education.

Standard national education consists on standard content, process, competency graduates, personnel education, facilities and infrastructure, management, financing and assessment education is a must improved in a way planned and regular. Standard national education used as reference development curriculum, energy education, facilities and infrastructure, management, and financing. Improvement quality education can achieved through collectivity system involving education various aspect like curriculum, policy education, materials, strategies, approaches and methods learning, facilities, facilities and infrastructure, personnel educators and education, managerial processes carried out in a way professional, learning process, application technology information and communication, in particular in the learning process in class, appropriate evaluation as well as control and controlling quality education. For guarantee and control quality education should done a number of things, for one ie accreditation, evaluation results learning is done For determine program and unit feasibility education on track formal and non-formal education in each level and type education.

Conclusion

School must own policies, goals, objectives clear quality in set standard guarantee quality school, appropriate policies with change standard national education (SNP). In implementation school too must own management openness, developed curriculum in accordance developments (*up to date*), device learning developed in accordance with competence graduates, effectiveness of the learning process teach high, powerful competent educators and education, effective management power education, have distinctive Islamic culture and system evaluation with Study finished. School can do measurement achievement standardization quality with evaluation in accordance needs, evaluation and updating curriculum in a way periodic, National Assessment (AN), teacher certification and improvement competence professional, has a coaching program participant education and systems partnership school with involve society, giving service good academics.

Suggestion

- i). For school principals, they should continue to broaden the horizons of teachers so that they can provide quality educational services so that they can attract students more and maintain customer trust in the led institution.

- ii). For teachers, they should continue to increase their professionalism and insight regarding the dynamics of the global world of education so that educational programs that have been established as joint policies are always competitive and competitive.
- iii). For future researchers, it is hoped that the results of this research will increase knowledge and can be used as a reference to study more deeply about integrated quality management in maintaining customer trust and develop it into other focuses to enrich research findings.

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