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The Effect of Implementing Strategy Management on Improving The Quality of Education of Madrasah Aliyah Negeri 1 North Bengkulu

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Abstract. The purpose of this research, namely: (1) To find out the management of strategies in Madrasah Aliyah Negeri 1 North Bengkulu Gowa Regency (2) To know the improvement of the quality of education in Madrasah Aliyah State 1 North Bengkulu District Gowa (3) To know the effect of implementing strategy management on improving the quality of education in Madrasah Aliyah State 1 North Bengkulu District Gowa Sample in this study is the entire number of educators and educational personnel namely 30 people, and the sample used by researchers is "saturated sample". The data analysis techniques used are descriptive statistical analysis and inference statistical analysis using simple regression. The results of the descriptive statistical analysis showed strategy management was in the moderate category with a percentage of 66.67%, and the improvement in the quality of education was in the moderate category of 53.67%. The results of the inference statistical analysis show the value $t_{hitung} = 2,968 \geq t_{tabel} = 2,048$, then H_0 is rejected. Based on these results, it can be concluded that strategy management has an effect on improving the quality of education in Madrasah Aliyah Negeri 1 North Bengkulu Gowa Regency. With the implementation of effective and efficient strategy management will affect the quality of education so as to produce maximum school quality and in accordance with customer expectations

Keywords. Management, Strategy, Quality, Education

Introduction

Improving the quality and quality of education is not trivial because it relates to technical problems, planning, as well as efficiency and effectiveness of the implementation of the school system. In the context of regional autonomy and decentralized education, the success and failure of education in schools depends heavily on teachers, principals and supervisors, as these three figures are key to determining and moving the various components and dimensions of other schools. In that position, the other components of the school are determined by the quality of teachers, principals, and supervisors, without diminishing the importance of other educational personnel. In education management is known two regulatory mechanisms, namely centralization and decentralization system. The implementation of decentralized education

requires principals and supervisors to develop effective and productive schools, with full independence and accountability. In general, quality can be interpreted as an overview and thorough characteristic of goods and services that demonstrate their maturity in promo or implied needs. In the context of education, quality understanding includes inputs, processes, and educational outputs. The quality of education relates to assessing the extent to which a product meets certain criteria or standards through concrete measurements. The quality of education in a broad sense is determined by the overall success rate of educational efforts in achieving educational goals, both in terms of scholastic and non-scholastic quality. Education management implemented in the internal environment of the school system is only part of the principal's responsibility as an education manager. Education managers (principals, heads of education) as modern executives today should be able to observe and respond to all the challenges raised by external environments both near and far. A close external environment is an environment that has a direct influence on the operations of educational institutions, such as various potentials and circumstances in the field of education that become the concentration of the school's own business, competition situation, educational customer situation, and graduate users. all have an effect on determining strategies that are expected to support schools to achieve their goals.

The implementation of strategic management in the implementation of the education system allows an educational organizing organization (including schools and education departments) to be more proactive than reactive in shaping the future of educational institutions in the global world. The implementation of the concept of thinking and acting strategy, educational institutions are expected to initiate and influence rather than simply respond to various demands and routine and bureaucratic activities, but more than that educational institutions should be able to try hard to plan strategic activities, in the implementation and control of all institutional operations to achieve the strategic goals that have been formulated.

According to (Richard Daft, 2008) Management (management) is the achievement of the goals of the organization effectively and efficiently through the planning, management, leadership, and control of the organization's resources. Terry stated, Management is a process or framework, which involves the guidance or direction of a group of people towards organizational goals or real intentions. Griffin argues that management as a process of planning, organizing, coordinating, and controlling resources to achieve goals effectively and efficiently. Effective means that goals can be achieved according to planning, while efficiently meaning that existing tasks are carried out correctly, organized, and on schedule.

Strategies in the management of an organization can be interpreted as tips, ways and tactics that are designed systemically in carrying out management functions directed at the objectives of the organization's strategy (Hadari Nawawi, 2003). Strategy is an approach taken by an institution or organization to ensure good and successful performance (David, 2002). Strategy is an overall approach related to the implementation of ideas, planning, and execution of an activity within a certain period of time. In a good strategy there is coordination of the work team, having a theme, identifying supporting factors that conform to the principles of rational implementation of ideas, efficient in funding, and having tactics to achieve goals effectively.

Prim Masrokan in the journal *Episteme* explains that strategic management of education is a fundamental decision-making and action process in the institutional structuring of education involving human and non-human resources in driving it and providing strategic control to achieve effective and efficient educational goals.

In order for quality to be maintained and the quality improvement process maintained to be controlled, Aminatoz Zahroh stressed that there must be a standard that regulates and

agreed nationally to be an indicator of the success of the quality improvement. This kind of thinking has encouraged the emergence of a new approach, namely the management of improving the quality of education that is able to empower all the resources that schools have until the goal can be achieved (Aminatul Zahroh,2014). One approach that arises in an effort to improve the quality of education is strategic management. Sagala asserts that the world of education uses the concept of strategic management to more effectively allocate existing resources in achieving educational goals (Sagala, 2009). Quality or quality has a wide range of defenisi and here's an explanation; first, compliance with the terms or demands; second, a match to usage; third, continuous improvement or improvement; fourth, free from damage or defects; fifth, fulfillment of customer needs from the beginning and at all times; sixth, do everything right from the beginning; seventh, something that can delight customers, (Fandy Tjiptono,2004).

Method

This research is quantitative research, meaning that this research is centered or produces numbers (descriptive data). This type of data collection in this study is to use field research that is research conducted by collecting data and information obtained directly from respondents and observing directly. The research site that will be used as a place to collect various completeness of data and research information is located in Madrasah Aliyah Negeri 1 North Bengkulu. In this study, the population of all educators and education personnel in the school, namely (principals, staff and teachers) who numbered 30 people in Madrasah Aliyah Negeri 1 North Bengkulu.)

The methods used by the authors in this study are questionnaires and making research instruments. Descriptive statistical analysis technique is a statistic that serves to describe or give an idea of the object studied through sample or population data as is, without performing analysis and making conclusions applicable to the public, Inference statistics are statistical techniques used to analyze sample data and the results are applied to the population.

Results and Discussions

The results of the study of 30 samples in Madrasah Aliyah Negeri 1 North Bengkulu, which is all educators and education personnel related to the implementation of.

Table 1 Strategy Management Score in Madrasah Aliyah Negeri 1 North Bengkulu

No.	Respondent Data	Amount
1	respondent data 1	57
2	respondent data 2	61
3	respondent data 3	63
4	respondent data 4	52
5	respondent data 5	62
6	respondent data 6	51
7	respondent data 7	53

8	respondent data 8	56
9	respondent data 9	55
10	respondent data 10	50
11	respondent data 11	53
12	respondent data 12	53
13	respondent data 13	55
14	respondent data 14	49
15	respondent data 15	54
16	respondent data 16	55

The results of the above category analysis showed that as many as 4 respondents assessed the implementation of Strategy Management in Madrasah Aliyah Negeri 1 North Bengkulu is still low with a percentage of 13.33 %, further as many as 20 respondents rated the Implementation of Mnjajemen Strategy in Madrasah Aliyah Negeri 1 North Bengkulu is in the moderate category with a percentage of 66.67 %, and 6 respondents assessed the implementation of Strategy Management in Madrasah Aliyah Negeri 1 North Bengkulu is in a high category with a percentage of 20%. Thus it can be concluded that the Implementation of Strategy Management in Madrasah Aliyah Negeri 1 North Bengkulu is in the moderate category.

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Conclusion

1. Based on the results of analysis of strategy management category shows that 4 respondents rated the implementation of Strategy Management in Madrasah Aliyah Negeri 1 Bengkulu Utara still low with a percentage of 13.33 %, Furthermore, 20 respondents rated the Implementation of Mnjajemen Strategies in Madrasah Aliyah Negeri 1 North Bengkulu in the moderate category with a percentage of 66.67 %, and 6 respondents rated the Implementation of Strategy Management in Madrasah Aliyah Negeri 1 North Bengkulu in the high category with a percentage of 20%. Thus it can be concluded that the Implementation of Strategy Management in Madrasah Aliyah Negeri 1 North Bengkulu is in the moderate category of 66.67 %.
2. The results of the above category analysis showed that as many as 8 respondents rated the Improvement of Education Quality in Madrasah Aliyah Negeri 1 Bengkulu Utara was still low with a

percentage of 30%, further as many as 18 respondents rated the Improvement of Education Quality in Madrasah Aliyah Negeri 1 Bengkulu Utara was in the moderate category with a percentage of 53.67% and 4 respondents rated the Improvement of Education Quality to be in a high category with a percentage of 13.33%. Thus it can be concluded that The Improvement of The Quality of Education is in the moderate category. 3. Because $t_{hitung} = 2,968 \geq t_{tabel} = 2,048$ for a level of significance of 5%. It can then be concluded that H_0 was rejected and H_a accepted. Thus, it can be suggested that strategy management has an effect on improving the quality of education in Madrasah Aliyah Negeri 1 Bengkulu Utara Gowa Regency.

Effect of Implementation of Strategy Management on Improving The Quality of Education in Madrasah Aliyah Negeri 1 North Bengkulu

No	X	Y	X ²	Y ² , 2014 in New	Xy
1	57	76	3249	5776	4332
2	61	80	3721	6400	4880
3	63	85	3969	7225	5355
4	52	73	2704	5329	3796
5	62	72	3844	5184	4464
6	51	77	2601	5929	3927
7	53	74	2809	5476	3922
8	56	74	3136	5476	4144
9	55	78	3025	6084	4290
10	50	71	2500	5041	3550
11	53	71	2809	5041	3763
12	53	71	2809	5041	3763
13	55	71	3025	5041	3905
14	49	71	2401	5041	3479
15	54	79	2916	6241	4266
16	55	76	3025	5776	4180
17	56	70	3136	4900	3920
18	54	75	3546	5625	4050

19	54	74	2916	5476	3996
20	62	86	3844	7396	5332
21	66	81	4356	6561	5346
22	54	75	2916	5625	4050
23	56	81	3136	6561	4536
24	56	71	3136	5041	3976
25	60	84	3600	7056	5040
26	55	85	3025	7225	4675
27	54	73	2916	5329	3942
28	55	69	3025	4761	3795
29	61	76	3721	5776	4636
30	58	72	3364	5184	4176
Jml	$\sum x = 1$	$\sum y =$	$x^2 = 94550$	$y^2 = 172617$	$xy = 127486$
	680	2271			

Based on the statistical results of the t test, it was obtained thitung 2,968. Because to determine the significance of the t value count is through the effort of comparing with the ttabel value, then it can be known that, if the value thitung > ttabel then significant. If the value of thitung < ttabel then not significant. Under these provisions obtained thitung = 2,968 and ttabel = 2,048. This means the 59 variable implementation of strategy management statistically has a significant effect on educational quality variables because the t count is greater than the t table.

Discussion

1. Implementation of Strategy Management in Madrasah Aliyah Negeri 1 North Bengkulu
The results of the above category analysis show that as many as 4 respondents rated the implementation of Strategy Management in Madrasah Aliyah Negeri 1 North Bengkulu still low with a percentage of 13.33 %, Furthermore, 20 respondents rated the Implementation of Mnajemen Strategies in Madrasah Aliyah Negeri 1 North Bengkulu in the moderate category with a percentage of 66.67 %, and 6 respondents rated the Implementation of Strategy Management in Madrasah Aliyah Negeri 1 North Bengkulu in the high category with a percentage of 20%. So it can be concluded that the Implementation of Strategy Management in Madrasah Aliyah Negeri 1 North Bengkulu is in the moderate category of 66.67 %.
2. The results of the above category analysis showed that as many as 8 respondents rated the Improvement of Education Quality in Madrasah Aliyah Negeri 1 Bengkulu Utara was still low with a percentage of 30%, further as many as 18 respondents rated the

Improvement of Education Quality in Madrasah Aliyah Negeri 1 Bengkulu Utara was in the moderate category with a percentage of 53.67% and 4 respondents rated the Improvement of Education Quality to be in a high category with a percentage of 13.33%. Thus it can be concluded that The Improvement of The Quality of Education is in the moderate category.

3. Based on the results of inference statistics of hypothetical testing that shows that for the test of significance that is, If $t_{hitung} < t_{tabel}$ or H_0 is accepted, this means constant regression equation is not significant. While $t_{hitung} > t_{tabel}$ or H_0 is rejected or the regression coefficient is significant. From the calculation result obtained $t_{hitung} = 2,968$ while $t_{tabel} = 2,048$ for a level of significance of 5%. Because t_{hitung} is larger than t_{tabel} then it can be concluded that H_0 was rejected and H_a accepted. In addition, based on the determination correlation test was obtained by 4.92%. This explains that there is a significant influence between the implementation of strategy management on improving the quality of education in Madrasah Aliyah Negeri 1 North Bengkulu

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