

The Concept and Practice of Total Quality Management in Islamic Educational Institutions

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ARTICLE INFO

ABSTRACT

Volume: 3

KEYWORD

Total Quality Management

This research aims to understand the concept of total quality management and how it is practiced in Islamic educational institutions as an effort to improve the quality of education. The research stages were carried out by collecting literature sources, both primary and secondary. This research classifies data based on a qualitative research approach. The result of this research is that total quality management is an approach in improving quality systematically using many dimensions and has been widely applied by many companies with the aim of improving performance such as quality, productivity, and productivity. The aim is to improve performance such as quality, productivity and profitability. The practice in educational institutions is to realize the following principles: customer focus, process improvement, and total involvement.

1. Introduction

The management and development of educational institutions in Indonesia are directed towards the same goal of realizing the National Education Standards (SNP) including Islamic educational institutions, which include: content standards, process standards, graduate competency standards, education and education personnel standards, educator standards and infrastructure, management standards, financing standards and educational assessment standards. Every educational institution needs to improve its quality by referring to the national standards of education as a curriculum reference and carried out in a planned and periodic manner in order to realize the objectives of national education. (Sagaf S.Pettalongi, 2010).

Educational inputs (human resources, financial resources, students and others) that come from the environment will go through the process in educational institutions, resulting in outputs that will eventually return to society and the environment. The quality of education inputs, processes and outputs can affect the quality or quality of education. This shows that the quality or quality of education refers to a certain time limit. (Hasnadi, 2021)

Improving the quality of education in Indonesia, especially in Islamic educational institutions can be carried out by applying the concept of TQM (Total Quality Management). The concept of TQM that focuses on customers or graduate users is believed to be one of the keys to success in managing education. TQM is a school management concept in organizing education and is expected to be able to provide better changes in accordance with the development, demands and dynamics of society in addressing educational management issues in schools.

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2. Literature Review

Quality is the level of good or bad of something; level, degree or level (intelligence, skill). In the Oxford Dictionary, quality is defined as the standard of something as measured against other things of a similar kind, which freely means the standard of something as a measure that distinguishes one thing from another. Here, the existence of quality is what makes an object different. The differences contained in this object make this object special and special compared to other objects that are still classified as the same. Satisfaction is one word that is quite representative when we talk about quality. Quality is goods or services that have a very good and valuable value. Physically, quality goods are reflected in the words good, beautiful, right, special, and so on. In a nonprofit organization, quality can usually be seen from the services provided to customers by a person or an organization so that customers feel satisfied, without any complaints about the services received from the organization. (Udung Hari Darifah, 2016)

Meanwhile, according to W. Edward Deming, one of the pioneers of quality, stated that quality has many criteria that are always changing. has many criteria that are always changing. However, the generally accepted definition of quality includes the following elements:

1. Meet customer expectations (customer).
2. Involves aspects of products, services, people, processes and the environment.
3. An ever-evolving criterion which means that a product is now considered quality, but at a later time it may no longer be quality. So, quality is something dynamic that is always associated with products, services, people, processes, and the environment. (Firmansyah, 2019)

Total Quality Management (TQM) is an approach in improving quality systematically using many dimensions and has been widely applied by many companies with the aim of improving performance such as quality, productivity and profitability. In various operations management literature, it is known that companies around the world have implemented TQM over the past few decades. (Nurul Indana, 2017)

Kanji as reiterated by Sha'ri M. Yusof and Elaine Aspinwall, explains that TQM is the way of life of an organisation committed to customer satisfaction through continuous improvement. This way of life varies from organisation to organisation and from one country to another but has certain principles which can be implemented to secure market share, increase profits and reduce costs. (Jasuri, 2017)

Edward Sallis said total quality management is a philosophy of continuous improvement, which can provide any educational institution with a set of practical tools for meeting and exceeding present and future customers needs, wants, and expectations. (Lailatul Maghfiroh, 2018)

A concept certainly has its own characteristics and principles that distinguish it from other concepts. According to Tjiptono and Diana, the characteristics of TQM are:

1. Focus on customers, both internal and external customers.
2. Have a high obsession with quality.
3. Using a scientific approach in decision making and problem solving.
4. Have a long-term commitment.
5. Requires teamwork.
6. Continuous process improvement.
7. Organize education and training.
8. Provide controlled freedom.
9. Have unity of purpose.
10. There is employee involvement and empowerment. (Lailatul Maghfiroh, 2018)

The principles of TQM are:

1. Customer satisfaction; In TQM, the concepts of quality and customer are expanded. Quality no longer only means conformity to certain specifications, but the quality is determined by the customer. The quality produced by a

company is equal to the value (value) provided in order to improve the quality of life of customers. The higher the value provided, the greater the customer satisfaction.

2. Respect for Everyone; In a world-class quality company, each employee is seen as an individual with unique talents and creativity available.
3. Fact-based Management; World-class companies are fact-oriented. This means that every decision is always based on data, not just on feelings. There are two main concepts, namely, prioritization and variation.

Continuous Improvement; In order to be successful, every company needs to carry out a systematic process in implementing continuous improvement. The concept that applies here is the PDCA cycle (plan-do-check-act), which consists of the steps of planning, implementing the plan, checking the results of implementing the plan, and taking corrective action against the results obtained. (Aminatul Zahroh, 2015)

3. Methodology

The research stages were carried out by collecting literature sources, both primary and secondary. This research classifies data based on a qualitative research approach.

4. Results and Discussion

The current condition of Islamic education still faces complex problems, from conceptual-theoretical problems, to operational-practical problems. The unresolved problems make Islamic education lag behind other educational institutions, both quantitatively and qualitatively, so that Islamic education seems to be a “second-class” education. It is not surprising that later generations of Muslims who actually pursue education in non-Islamic educational institutions. The lag of Islamic education from other educational institutions, according to Zainal Abidin Ahmad, is at least caused by several factors, namely:

1. Islamic education is often late in formulating itself to respond to changes and trends in society now and in the future.
2. Most Islamic education systems are still more likely to orient themselves in the fields of humanities and social sciences rather than exact sciences such as physics, chemistry, biology, and modern mathematics.
3. Islamic education reform efforts are often piecemeal and not comprehensive, so that no essential changes occur.
4. Islamic education remains oriented to the past rather than oriented to the future, or less future oriented.
5. Some Islamic education has not been managed professionally both in the preparation of teaching staff, curriculum and implementation of education. (Rina Priarni, 2017)

According to the researchers, these factors can be a reference in the movement of change in the world of education, especially Islamic education. In the world of education, TQM directs to customer satisfaction both internal customers and external customers. Internal customers such as principals, teachers, staff and institutional organizers. While external customers such as society, government and industry. So an institution or educational institution is said to be of quality if it is able to provide satisfaction to internal customers and external customers for the services provided.

The application of Total Quality Management in education is expected to minimize the quality gap in all lines and be able to achieve the goal of improving the quality of education in a sustainable, continuous, and integrated manner. Efforts to improve the quality of education in question based on each component of education that can be realized with the following principles:

1. Customer focus; The key to the success of an integrated quality culture is the existence of an effective relationship, both internally and externally, between customers and suppliers. All networks and vertical and horizontal communication need to be optimized to form a conducive climate for the creation of a culture of communication by utilizing all media in a multi-directional and harmonious manner that is needed at any time to implement integrated management in the field of education. So customer satisfaction is an important factor in integrated management.
2. Process improvement; Quality improvement in the process refers to continuous improvement that is built on the basis of work that will produce a series of interrelated stages and activities that will ultimately produce outputs.

3. Total involvement. The involvement of all components of education starts from the active leader (principal) to the teachers and education personnel. They must be involved to achieve a competitive advantage in a wide user environment.

The application of Total Quality Management in an Islamic educational institution can also be done by centering on the characteristics of TQM itself. (Jasuri, 2017)

5. Conclusion

The practice of total quality management in Islamic educational institutions is an approach to improving quality systematically. This management concept opens the way to a new paradigm of thinking that emphasizes customer satisfaction, innovation and continuous improvement of service quality. The application of Total Quality Management in education is expected to minimize the quality gap in all lines and be able to achieve the goal of improving the quality of education in a sustainable, continuous, and integrated manner. Efforts to improve the quality of education in question based on each component of education that can be realized with the following principles:

1. Focus on the customer
2. Process improvement
3. Total Quality Management Total involvement

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