

ABSTRAK

Alvia Nugraha, Ananda. 2025. *Strategi Kepala Madrasah Dalam Meningkatkan Kualitas Pelayanan Pendidikan di MTsN 1 Lamongan Filial Sumberbanjar*. Skripsi, Manajemen Pendidikan Islam, Sekolah Tinggi Ilmu Tarbiyah al-Urwatul Wustqo Jombang.
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Kata Kunci: strategi kepala madrasah, kualitas pelayanan.

Penelitian ini dilatarbelakangi oleh pentingnya peran kepala madrasah dalam menghadapi tantangan mutu pendidikan, seperti keterbatasan sarana, rendahnya kompetensi guru, dan minimnya dukungan dari lingkungan. Kepala madrasah dituntut memiliki strategi kepemimpinan yang inovatif dan partisipatif guna menciptakan layanan pendidikan yang berkualitas dan berdaya saing. Tujuan dari penelitian ini adalah untuk menganalisis strategi yang diterapkan kepala madrasah dalam meningkatkan kualitas pelayanan pendidikan serta menilai efektivitas implementasi strategi tersebut di MTsN 1 Lamongan Filial Sumberbanjar. Penelitian ini menggunakan pendekatan kualitatif dengan desain deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Subjek penelitian meliputi kepala madrasah dan guru-guru sebagai informan utama. Hasil penelitian menunjukkan bahwa strategi kepala madrasah meliputi perencanaan berbasis visi dan misi, pengembangan kompetensi guru melalui pelatihan rutin, penguatan karakter siswa melalui kegiatan keagamaan dan ekstrakurikuler, serta peningkatan kerja sama dengan komite dan masyarakat. Strategi ini dilaksanakan secara sistematis dan melibatkan seluruh komponen madrasah. Strategi tersebut terbukti efektif dalam meningkatkan partisipasi siswa, kedisiplinan, dan kepuasan warga sekolah terhadap layanan pendidikan.

ABSTRACT

Alvia Nugraha, Ananda. 2025. *The Principal's Strategy in Improving the Quality of Educational Services at MTsN 1 Lamongan Filial Sumberbanjar.* Undergraduate Thesis, Islamic Education Management, Sekolah Tinggi Ilmu Tarbiyah al-Urwatul Wustqo Jombang.
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Keywords: principal's strategy, Quality of Service

This study is motivated by the crucial role of school principals in addressing educational quality challenges, such as limited infrastructure, low teacher competence, and lack of stakeholder support. Madrasah principals are required to implement innovative and participatory leadership strategies to ensure competitive and high-quality educational services. The purpose of this research is to analyze the strategies implemented by the principal to improve the quality of educational services and to assess the effectiveness of these strategies at MTsN 1 Lamongan Filial Sumberbanjar. The research employs a qualitative approach with a descriptive design. Data were collected through observation, in-depth interviews, and documentation. The main research subjects included the principal and teachers. The findings reveal that the principal's strategies include planning based on the school's vision and mission, developing teacher competence through regular training, strengthening student character through religious and extracurricular activities, and fostering collaboration with the school committee and the local community. These strategies were carried out systematically and involved all stakeholders in the school. The implementation proved effective in improving student participation, discipline, and the overall satisfaction of the school community regarding