

## ABSTRAK

### PENINGKATAN COMPETITIVE ADVANTAGE MUTU PENDIDIKAN PADA MTs. SWASTA SE-KABUPATEN PRINGSEWU

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Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh kepemimpinan visioner dan *total quality management* melalui budaya organisasi terhadap *competitive advantage* mutu pendidikan pada MTs. swasta di kabupaten Pringsewu, provinsi Lampung. Penelitian ini termasuk penelitian kuantitatif jenis *ex-post facto* dengan sampel 205 guru melalui *proportional random sampling*. Pengumpulan data melalui kuesioner dan hasilnya dianalisis menggunakan *Path Analysis*. Hasil penelitian ini menunjukkan bahwa baik langsung maupun tidak langsung, kepemimpinan visioner, *total quality management*, dan budaya organisasi secara parsial maupun simultan berpengaruh positif dan signifikan terhadap *competitive advantage*. Secara persentasenya, *competitive advantage* dipengaruhi oleh: kepemimpinan visioner sebesar 34.2%, *total quality management* sebesar 48.8%, budaya organisasi sebesar 79.8%, dan dari tiga variabel tersebut sebesar 83.1% sehingga jika kepemimpinan visioner, *total quality management*, dan budaya organisasi meningkat, maka *competitive advantage* juga akan meningkat.

Kata kunci: *competitive advantage*, mutu pendidikan, kepemimpinan visioner, *total quality management*, budaya organisasi

## **ABSTRACT**

### **THE IMPROVING IN COMPETITIVE ADVANTAGE OF EDUCATION QUALITY AT PRIVATE ISLAMIC JUNIOR HIGH SCHOOLS IN PRINGSEWU DISTRICT**

**By**

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This study aims to determine and to examine the influent of visionary leadership and total quality management through organizational culture on the competitive advantage of education quality at Private Islamic Junior High Schools (MTs.) in Pringsewu Regency, Lampung province. This research includes quantitative research of the ex-post facto type with a sample of 205 teachers through proportional random sampling. The data collection through documentations and questionnaires, then the results were analyzed by using Path Analysis. The results showed that both directly and indirectly, the variable: visionary leadership, total quality management, and organizational culture partially and simultaneously have the positives and the significant influents on competitive advantage. In percentage terms, competitive advantage is influenced by: visionary leadership is 34.2%, total quality management is 48.8%, organizational culture is 79.8%, and of the three variables are 83.1%, if visionary leadership, total quality management, and organizational culture increase, so that the competitive advantage will also increase.

**Keywords:** competitive advantage, education quality, visionary leadership, total quality management, organizational culture.