

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi manajemen mutu dan kompetensi tenaga pendidik dalam meningkatkan Kinerja Guru melalui variabel profesionalisme Guru di UPTD SMPN Wuluhan. Fokus utama penelitian adalah pengaruh dedikasi, komitmen, dan profesionalisme tenaga pendidik terhadap kinerja Guru serta dampaknya pada Kinerja Guru. Penelitian menggunakan pendekatan kuantitatif asosiatif dengan data primer yang diperoleh dari responden Guru SMPN 2 Wuluhan. Analisis data dilakukan menggunakan Structural Equation Modeling (SEM) dengan bantuan software WarpPLS. Hasil penelitian menunjukkan bahwa dedikasi, komitmen, dan profesionalisme Guru berpengaruh positif dan signifikan secara langsung terhadap kinerja Guru. Selain itu, variabel-variabel tersebut juga berkontribusi positif dan signifikan terhadap kepuasan kerja Guru, yang kemudian memediasi peningkatan kinerja Guru. Peningkatan kinerja Guru melalui profesionalisme ini berkontribusi pada peningkatan citra SMPN Wuluhan di mata masyarakat. Temuan ini menegaskan pentingnya penerapan strategi manajemen mutu yang mengedepankan pengembangan kompetensi dan profesionalisme tenaga pendidik sebagai kunci dalam memperkuat reputasi dan kualitas sekolah. Penelitian ini memberikan rekomendasi bagi pengelola sekolah untuk mengoptimalkan peran Guru dalam membangun citra positif melalui peningkatan mutu dan kompetensi secara berkelanjutan.

Kata Kunci: manajemen mutu, kompetensi, profesionalisme, Kinerja Guru

ABSTRAK

This study aims to analyze the quality management strategy and competence of educators in improving the image of the school through the variable of teacher professionalism at UPTD SMPN Wuluhan. The main focus of the study is the influence of dedication, commitment, and professionalism of educators on teacher performance and its impact on the image of the school. The study used an associative quantitative approach with primary data obtained from teacher respondents at SMPN 2 Wuluhan. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of WarpPLS software. The results showed that dedication, commitment, and professionalism of teachers had a positive and significant direct effect on teacher performance. In addition, these variables also contributed positively and significantly to teacher job satisfaction, which then mediated the improvement of teacher performance. Improving teacher performance through this professionalism contributed to improving the image of SMPN Wuluhan in the eyes of the public. This finding emphasizes the importance of implementing a quality management strategy that prioritizes the development of competence and professionalism of educators as the key to strengthening the reputation and quality of the school. This study provides recommendations for school administrators to optimize the role of teachers in building a positive image through continuous improvement of quality and competence.

Keywords: *quality management, competence, professionalism, school image*