

## **Quality Management Based on Information Technology in the Management of Non-Formal Educational Institutions: A Study of the Englishcall English Course in Cirebon City**

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**Abstract:** *This study aims to analyze the implementation of technology- and information-based quality management at the English language course institution, Englishcall, in Cirebon City. The background of this research stems from the need for non-formal educational institutions to adapt to technological developments to improve service quality, learning effectiveness, and operational efficiency. The research method employed is qualitative with a descriptive approach, conducted through observation and interviews. The findings indicate that the implementation of quality management at Englishcall focuses on three main aspects: improving learning quality, enhancing administrative efficiency, and strengthening digital-based services. Supporting factors include technological infrastructure, tutor competence, and managerial commitment. However, challenges remain, particularly in limited technological access among some participants. Overall, Englishcall has successfully established a technology-based quality management model that is adaptive, innovative, and aligned with the demands of modern education.*  
**Keywords:** *Quality Management; Technolog Information; Language Course; Englishcall*

### **Introduction**

The development of technology and information in today's digital era has had a significant impact on various sectors of life, including education. Digital transformation presents great opportunities for formal and non-formal educational institutions, as well as course and training institutions. Digital transformation is described as a modern struggle to survive the threat of digital disruption, whereby digital transformation introduces new processes, mechanisms, and methods that can influence the main structure of how a company/institution/agency can run its organization.<sup>1</sup> In the context of globalization, the public's need for quality education and training that is effective and relevant to the demands of the times is increasing. Therefore, educational institutions, including training and course institutions, are required to adapt to technological developments in order to compete and

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<sup>1</sup> E. Oktaviani, Asrinur, A. W. I. Prakoso, dan H. Madiisriyatno, "Transformasi Digital dan Strategi Manajemen," *Jurnal Kajian Ekonomi dan Bisnis*, Vol. 16, No. 1 (2023): 16–26. <https://doi.org/10.37479/jkeb.v16i1.20322>

provide services that meet the needs of users. Non-formal educational institutions are educational units that are organized outside the formal education system and serve as a complement, supplement, or substitute for formal education in supporting lifelong learning.<sup>2</sup> Non-formal educational institutions play an important role in providing learning opportunities to people outside the formal education system so that they can improve their abilities, skills, and quality of life.

Englishcall is one of the English language education and training institutions that offers educational services focused on practical and applicable English language proficiency. Throughout its journey, this institution has continuously strived to improve service quality by integrating information technology into its management and learning systems. The use of technology such as websites, E-Learning platforms, digital-based administration systems, and interactive media has become an important part of supporting the learning provided to course participants.

The application of technology and information-based quality management is not only applied to formal educational institutions, but also to non-formal educational institutions and course institutions. This is certainly aimed at improving service effectiveness, expanding access to learning, and ensuring the quality of educational processes and outcomes that meet the needs of the community. With the support of technology, non-formal institutions such as courses are able to provide a learning system that is more flexible, transparent, and easily accessible to participants from different backgrounds. Technology-based quality management will enable course institutions to conduct continuous monitoring and evaluation.<sup>3</sup>

Technology and information-based quality management is considered important in the education sector in the current era, as it can improve efficiency, effectiveness, and accuracy in every aspect of education. Through the use of technology, institutions can manage data, learning processes, and evaluations in a more integrated and transparent manner.<sup>4</sup>

In addition, the implementation of technology-based quality management enables educational institutions to monitor quality in real time, accelerate decision-making, and adjust learning strategies to the needs of students.<sup>5</sup> Technology also supports increased access to digital learning

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<sup>2</sup> H. A. R. Tilaar, *Pendidikan, Kebudayaan, dan Masyarakat* (Jakarta: Rineka Cipta, 2020).

<sup>3</sup> *Ibid.* 18

<sup>4</sup> N. Aslami and M. F. Alfarisyi, "Konsep Manajemen Mutu Pendidikan," *Journal on Education* 6, no. 1 (2023): 7562–7573. <https://doi.org/10.31004/joe.v6i1.4065>

<sup>5</sup> Muhammad Fadhli, "Manajemen Peningkatan Mutu Pendidikan," *Jurnal Studi Manajemen Pendidikan* 1, no. 2 (2019): 216–240. <https://doi.org/10.29240/jsmp.v1i2.295>

resources, expands the reach of educational services, and creates learning systems that are more interactive and adaptive to the changing times.<sup>6</sup>

However, not all institutions are able to implement quality management optimally. This is due to various factors, such as limited human resources competent in management, a lack of understanding of the concept of quality as a whole, and a lack of adequate technological infrastructure support.<sup>7</sup>

In addition, some institutions still view quality management as merely an administrative process, rather than a strategic effort to improve educational performance and services. In fact, quality management requires a shared commitment, a work culture oriented towards continuous improvement, and the ability to adapt to change and innovation, especially in today's digital age.<sup>8</sup>

Particularly in technology and information-based quality management, the challenges faced by educational institutions are becoming increasingly complex. Many institutions have not been able to effectively integrate technology into their quality management systems due to limited digital competencies, inadequate infrastructure, and resistance to change from some educators and administrators.<sup>9</sup>

In addition, the implementation of technology requires a significant initial investment, both for the procurement of hardware and software, as well as for human resource training.<sup>10</sup> Without strategic planning and strong policy support, the implementation of technology-based quality management is often merely symbolic and unsustainable.

The results of initial observations by researchers at Englishcall in Cirebon City show that there is a lack of integration of information technology systems in institutional management, limited digital competence among educators and administrative staff, suboptimal continuous quality monitoring, limited technology facilities and supporting infrastructure, and a lack of effective digital communication and coordination systems. Given this, as a non-formal educational institution, Englishcall should be able to

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<sup>6</sup> M. N. Nasution, *Manajemen Mutu Terpadu*, 4th ed. (Jakarta: Ghalia Indonesia, 2019).

<sup>7</sup> Helsi Arista Murniyanto and Devi Sartika, "Problematika Manajemen Sarana dan Prasarana dalam Meningkatkan Mutu Pembelajaran," *Jurnal Dirasah* 7, no. 1 (2024): 266–276. <https://ejournal.iaifa.ac.id/index.php/dirasah>

<sup>8</sup> Ahmad Sulaiman and Udik Budi Wibowo, "Implementasi Sistem Penjaminan Mutu Internal Sebagai Upaya Meningkatkan Mutu Pendidikan Di Universitas Gadjah Mada," *Jurnal Akuntabilitas Manajemen Pendidikan* 4, no. 1 (2016): 17–32. <https://doi.org/10.21831/amp.v4i1.8197>

<sup>9</sup> Sastya Hendri Wibowo, *Teknologi Digital di Era Modern* (Sumatera Barat: PT Global Eksekutif Teknologi, 2022).

<sup>10</sup> Haris Budiman, "Peran Teknologi Informasi dan Komunikasi dalam Pendidikan," *Jurnal Pendidikan Islam* 8, no. 5 (2017): 75–83. <https://doi.org/10.24042/atjpi.v8i1.2095>

demonstrate good quality management integrity in order to produce good outputs.

These obstacles deserve serious attention, as they have the potential to hinder the effectiveness of learning and the achievement of expected quality standards. In view of this, the researchers were interested in conducting research related to technology and information-based quality management as applied by Englishcall in the city of Cirebon.

## **Method**

The method used in this study is a qualitative method with a descriptive approach. A qualitative method is a research method used with the aim of understanding various social phenomena.<sup>11</sup> A descriptive approach is a research approach that aims to provide a systematic, factual, and accurate description of a phenomenon or event being studied.<sup>12</sup>

This research was conducted at Englishcall, Jl. Kandang Perahu Rt 03 RW 13, Mekar Sicalung, Karyamulya, Kesambi District, Cirebon City, West Java 45131. The data sources used in this study were primary and secondary data sources. Primary data sources were obtained through interviews with the owner of Englishcall and Englishcall employees, while secondary data sources were obtained through literature reviews in the form of books, journals, scientific articles, field notes, and other documents related to the research problem.

The data collection techniques used were interviews and observation with data analysis techniques in the form of data reduction, data presentation, and conclusion drawing. The data validity technique used was source triangulation and technique triangulation.

## **Result and Discussion**

### *Technology and Information-Based Quality Management*

In the context of modern education, quality management does not only rely on conventional procedures but also requires the use of information technology as the main instrument in supporting the effectiveness, efficiency, and quality of services provided. Technology and information-based quality management also does not only focus on formal educational institutions such as schools, but technology and information-based quality management can also be applied to non-formal educational institutions. This is certainly aimed at improving the quality of services provided. Technology and Information-based Quality Management is an information and communication

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<sup>11</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Bandung: Alfabeta, 2019).

<sup>12</sup> M. Waruwu, "Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif dan Metode Penelitian Kombinasi (Mixed Method)," *Jurnal Pendidikan Tambusai*, Vol. 7, No. 1 (2023): 2896–2910. <https://doi.org/10.31004/jptam.v7i1.6187>

technology-based service that is expected to improve the effectiveness, efficiency, and quality of formal and non-formal educational services.<sup>13</sup>

The results of the study show that the implementation of technology and information-based quality management at Englishcall focuses on three main aspects, namely improving the quality of learning, administrative management efficiency, and strengthening digital-based services. These three aspects are interrelated in creating a sustainable quality system at Englishcall.



Figure 1. Learning Process at Englishcall

The owner of Englishcall stated that:

"In an effort to improve the quality of education at Englishcall, we have implemented an integrated technology and information-based quality management system. We realize that the quality of learning must be supported by an efficient administrative system and digital services that are responsive and adaptive to the needs of students. Therefore, we focus on three main pillars, namely improving the quality of learning through interactive e-learning platforms, administrative management efficiency with digital management systems, and strengthening digital services such as online consultations, learning progress tracking, and easily accessible technical support. We believe these three aspects are the foundation for building a quality, adaptive, and sustainable non-formal education system."

The three aspects implemented by Englishcall are an integral part of a technology and information-based quality management strategy aimed at improving the quality of learning. By synergistically implementing these three aspects, Englishcall is not only able to improve the quality of the non-formal education services they offer, but also create a learning ecosystem that

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<sup>13</sup> I. Makruf, "Manajemen Mutu Layanan Akademik Berbasis Teknologi Informasi dan Komunikasi (TIK)," *Jurnal Administrasi Pendidikan*, Vol. 15, No. 1 (2018): 129-139.

is adaptive to technological developments and the needs of students in the digital age.

Improving the quality of learning is a systematic and continuous process of enhancing the quality of teaching and learning and factors related to objectives and targets can be achieved more effectively and efficiently.<sup>14</sup>

Improvements in the quality of Englishcall learning are not only supported by digital technology but also by a structured curriculum and methodology. On the other hand, improvements in the quality of Englishcall learning also implement personalized learning tests. This aims to identify learning styles (visual, auditory, kinesthetic) and achieve predetermined targets, so that teaching strategies can be tailored to individual characteristics.

The approach used by Englishcall is in line with Howard Gardner's theory of Multiple Intelligences, which emphasizes the diversity of individual learning styles in order to provide a more meaningful learning experience.<sup>15</sup> By adjusting learning methods and media based on test findings, Englishcall can maximize learning, increase motivation, and reduce the risk of students/consumers falling behind. In addition, the integration of digital technology in learning at Englishcall acts as a facilitator that supports student interactivity and engagement. Information technology connects student data, curriculum design, material implementation, and learning outcome evaluation.

In terms of administrative management efficiency, Englishcall has successfully utilized digital technology to create a more efficient, accurate, and transparent system. Through online attendance and online recapitulation, student attendance and learning activities are automatically recorded in the system. This makes it easier for tutors to monitor student progress, while reducing the potential for errors in the learning process.

On the other hand, Englishcall also utilizes digital systems for promotion and online registration. This application not only makes it easier for prospective students/consumers to register, but also forms part of a quality management strategy that emphasizes ease of access to services. Online registration allows students to choose programs and schedules that suit their preferences. This shows how technology-based administration not only supports internal efficiency but also increases the institution's appeal in the public eye.

Englishcall combines online and offline services to provide flexibility and a meaningful learning experience. Through online classes, students can

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<sup>14</sup> A. W. Sembiring, K. Nisa, S. Situmorang, S. Marsella, Diastami, dan M. A. Harahap, "Peningkatan Mutu Pembelajaran Yayasan Pendidikan Ibnu Halim," *Journal Ability: Journal of Education and Social Analysis*, Vol. 3, No. 3 (2021): 141-148. <http://pusdikra-publishing.com/>

<sup>15</sup> H. P. Putra dan M. H. Dewantoro, "Penerapan Teori Multiple Intelligences Howard Gardner dalam Pembelajaran PAI," *Jurnal Ilmu-Ilmu Keislaman*, Vol. 12, No. 2 (2022): 95-113. <http://dx.doi.org/10.24014/jiik.v12i2.18709>

access interactive PPTs, modules, class recordings, discussion forums, and consultations with tutors. This service allows students to study at home, review material, and stay connected even when they are not physically present. Englishcall's offline service provides tutors who can come to the student's location, whether at home, a cafe, or a place chosen by the student.

Not only that, Englishcall strives to have an information technology-based quality management system using Learning Management Systems (LMS) such as Google Classroom, Edmodo, Canvas, Moodle, and Quizizz. These are used to support the learning process and provide data for evaluating participants' learning outcomes. They also facilitate monitoring of teacher performance and participant activities.

This technology-based quality management also integrates evaluation and participant satisfaction systems using Google Forms, Survey Monkey, and other internal survey applications. This aims to collect course participant feedback quickly and efficiently and serve as a basis for decision-making to improve services. In terms of communication systems, Englishcall also collaborates between WhatsApp Business and its personal website, which aims to provide an official communication channel for conveying various information.

In its digital storage and documentation system, Englishcall uses Google Drive to store and archive important documents such as evaluation reports, SOPs, quality plans, and participant data.

Good quality management principles can continuously improve the ability of companies or institutions to respond to changes and developments, as well as increase awareness of the importance of quality in providing excellent service (Ibrahim, 2019). Thus, in general, the application of technology and information-based quality management at Englishcall proves that quality management is not limited to formal educational institutions but can also be effectively implemented in non-formal education. The integration of digital technology in learning, administration, promotion, and services can create a system that is more effective, efficient, transparent, and oriented towards individual needs.

The approach used by Englishcall not only improves the quality of learning through personalization of methods tailored to students' learning styles, but also strengthens the competitiveness of the institution and provides flexible and meaningful access to services. Englishcall has successfully introduced a quality management model that is adaptive to the times and relevant to the demands of modern education. This appropriate approach will certainly have a positive impact on educational institutions, especially non-formal education as a supplementary educational institution.

In addition, Englishcall also emphasizes the importance of feedback from students as a basis for continuous improvement. In seeking feedback, both formal and non-formal educational institutions can use satisfaction

surveys, progress reports, and online monitoring systems to quickly identify areas for improvement in terms of teaching methods and service quality.<sup>16</sup>

In the context of global competition, this approach enables Englishcall to adapt to the increasingly dynamic and digital-based educational market. Thus, Englishcall not only serves as a language course institution, but also as a pioneer in the application of effective, innovative, technology-based quality management that is oriented towards creating a superior and sustainable learning experience.

#### *Technology and Information-Based Quality Management Strategy*

Technology and information-based quality management strategies are the answer to society's need for effective, efficient, and relevant educational services. Through the use of technology, educational institutions are able to expand access, increase transparency, improve evaluation systems, and accelerate academic and administrative services. Quality management strategies are systematic and planned frameworks or approaches used by organizations/institutions/agencies to ensure that all aspects of the services or products they produce meet established service quality standards, meet user expectations, and undergo continuous improvement.<sup>17</sup>

In the context of English language courses such as Englishcall, implementing this strategy not only improves the quality of learning, but also strengthens the institution's competitiveness in the face of increasingly fierce competition. With quality management integrated with technology, it is hoped that every aspect of service—from the teaching curriculum to customer satisfaction—can be measured and developed in a sustainable manner.



Figure 2. Use of Technology in the Learning Process at Englishcall

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<sup>16</sup> Asrul, *Dasar-Dasar Evaluasi Pembelajaran* (Jakarta: Kencana, 2022). hal, 34

<sup>17</sup> Z. Diana dan R. Faslah, "Strategi Peningkatan Mutu Pendidikan melalui Penerapan Total Quality Management (TQM) di Era Transformasi Digital," *Jurnal Simki Pedagogia*, Vol. 8, No. 2 (2025): 549–561. <https://doi.org/10.29407/jsp.v8i2.1173>

The owner of Englishcall stated that:

"We implement a technology and information-based quality management strategy to make the learning process and services more effective, efficient, and oriented towards participant satisfaction."

This shows that Englishcall's technology and information-based quality management strategy implements several key strategies to ensure that the learning process and services are effective, efficient, and customer satisfaction-oriented. The strategy used is the digitization of the learning system. Digitization of the learning system in this case means that Englishcall offers online learning services. Through this system, students can access materials flexibly and participate in interactive discussions with teachers. This strategy supports the principles of effectiveness and time efficiency while improving the quality of the learning experience.

This digitization focuses not only on the learning process but also on administration and customer service. Englishcall optimizes technology in administration, from online registration and digital payment systems to information services via websites and social media. This strategy increases transparency, speeds up service processes, and facilitates interaction between institutions and course participants. In this case, digitization aims to improve the quality of education, starting from the learning process, administration of agencies/institutions/companies, interactions built, and planned management, with the concept involving a comprehensive transformation of teaching methods and models used.<sup>18</sup>

On the other hand, Englishcall's technology and information-based quality management strategy also involves strengthening the competence of teachers (tutors) through technology. To maintain the quality of learning, Englishcall equips tutors with training in the use of technology, such as interactive presentation applications, digital learning media, and IT-based evaluation tools. This is to ensure that teachers are not only competent in English but also adaptable to technological developments.

Strengthening the competence of teachers (tutors) through technology means efforts to improve the abilities, skills, and professionalism of teachers by utilizing advances in information and communication technology (ICT) in the learning process and education management.<sup>19</sup> Simply put, this means that teachers or tutors must not only master the subject matter, but also be

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<sup>18</sup> G. E. Manullang, H. Fitri, J. S. Hia, M. A. Zahra, dan S. H. Dongoran, "Analisis Implementasi Digital terhadap Manajemen Sekolah di SD Negeri 060886 Medan Timur," *Jurnal Pendidikan Tambusai*, Vol. 9, No. 1 (2025): 9891-9897. <https://jptam.org/index.php/jptam/issue/view/31>

<sup>19</sup> A. Nurmalita, "Berbagai Kompetensi yang Wajib Dimiliki Pendidik," *Jurnal Pendidikan*, Vol. 1, No. 2 (2017), hlm. 1-10.

able to use various digital devices and applications to support more engaging, efficient, and interactive learning.<sup>20</sup>

Another strategy used by Englishcall is implementing information technology-based quality management by digitizing the institution's management system with the aim of improving administrative efficiency and data transparency, such as the use of attendance, student data, schedules, grades, and finances.

The use of LMS or Learning Management System in the learning process to monitor the learning activities of course participants through data logs and attendance analysis and to provide interactive digital materials to make learning more interesting and of higher quality. Encouraging teachers to use interactive media such as Canva, Kahoot, Quizizz, and so on.

Innovation and development of digital learning media are currently being pursued by Englishcall through podcasts, e-books, and digital modules, as well as integrating AI Learning Tools such as Grammarly, ChatGPT, and Duolingo into the language learning process. And the final strategy is digital quality audits and evaluations conducted to determine the performance of teachers and staff and the satisfaction of participants.

Overall, the technology and information-based quality management strategies implemented at Englishcall have made a significant contribution to improving the quality of educational services.

#### *Supporting and Inhibiting Factors of Technology and Information*

In an era of globalization marked by rapid developments in information technology, both formal and non-formal educational institutions are required to be able to adapt to change. Quality management in education can no longer rely solely on conventional approaches, but must be integrated with the use of technology as a key instrument in supporting the effectiveness, efficiency, and quality of services.<sup>21</sup>

Englishcall, as an institution engaged in language learning, strives to implement technology and information-based quality management to respond to the challenges of the times. The implementation of technology and information-based quality management at Englishcall is an important strategy to improve the quality of learning, strengthen administrative services, and provide learning experiences that meet the needs of students. However, in practice, the implementation of this strategy is not without supporting and hindering factors.

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<sup>20</sup> Ramaliya, "Pengembangan Kompetensi Guru dalam Pembelajaran," *Jurnal Studi Ilmu-Ilmu Keislaman*, Vol. 9, No. 1 (2018), hlm. 77–88.

<sup>21</sup> R. Chauhan, *Mutu Pendidikan: Mutu Jasa Pelayanan* (Jakarta: Fahmun, 2022).



Figure 3. Collaboration between Englishcall and Companies in Strengthening Employee Competence through Technology-Based Learning

The owner of Englishcalla said:

"We already have adequate infrastructure, such as computers, a stable internet network, and an online learning platform. With these facilities, administrative processes and learning services can run more effectively. On the other hand, we also have tutors and staff who are accustomed to using learning applications integrated with technology, which facilitates monitoring, evaluation, and improvement of digital education services."

This shows that the supporting factors for technology and information-based quality management at Englishcall are backed by adequate technological infrastructure, such as computers, a stable internet network, and an online learning platform. This enables the technology-based quality management process to run more effectively in both administration and learning services.

On the other hand, Englishcall also has human resources (educators/tutors and staff) who are skilled in using learning applications integrated with technology. This facilitates the process of monitoring, evaluating, and improving educational services digitally. Englishcall management is committed to implementing technology as a tool for quality improvement. This policy is reflected in the E-Learning program conducted by Englishcall. Consumers can choose between offline and online learning processes, making the learning process more flexible.

On the other hand, Englishcall also continues to improve the digital literacy of its tutors through training and workshops so that they can optimize the use of various online learning platforms in creative and interactive ways.

This step is important because educators' mastery of technology directly affects the quality of service and learning experience of students.

However, the results of the study also show that there are obstacles. One of them is the barrier of access to technology for some consumers/students, especially in relation to the internet network and the availability of devices during the E-Learning process. This factor causes discomfort in the learning process.

The owner of Englishcall stated that:

"One of the obstacles is access to technology for some students, especially in terms of internet connection and availability of devices. This sometimes causes discomfort when participating in online learning."

This should certainly be a concern for Englishcall in finding solutions. Customer or consumer expectations will greatly depend on the service, experience, and communication provided, so this will be closely related to customer satisfaction, which can provide many benefits for companies/agencies/institutions.<sup>22</sup>

Meanwhile, to overcome obstacles such as limited access to technology in some areas, Englishcall strives to provide alternative solutions, for example by providing materials that can be accessed offline or using applications that are lighter and more compatible with limited internet connections. In this way, the principles of inclusivity and equal quality of learning are maintained.

Englishcall's success in implementing technology-based quality management cannot be separated from strong supporting factors such as infrastructure, management support, the competence of educators (tutors), and the enthusiasm of students. However, inhibiting factors such as unequal access to technology pose challenges that must be addressed by both consumers and Englishcall.

## **Conclusion**

The implementation of technology and information-based quality management at Englishcall Kota Cirebon focuses on three main aspects, namely improving the quality of learning, administrative efficiency, and strengthening digital services. The integration of information technology in learning is carried out through the use of e-learning platforms, online attendance systems, and interactive media that support the personalization of learning methods according to the characteristics of the participants. This approach improves the effectiveness, flexibility, and interactivity of the learning process, while strengthening the institution's competitiveness in facing modern educational challenges.

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<sup>22</sup> T. Ibrahim, *Manajemen Mutu Terpadu* (Bandung: Yrama Widya, 2019).

The strategies implemented by Englishcall include digitizing learning and administrative systems, strengthening tutor competencies through technology training, and utilizing various digital applications such as LMS (Learning Management System), interactive learning media, and online-based evaluation systems. This strategy makes the management of the institution more efficient, transparent, and responsive to the needs of participants. In addition, innovations such as the development of digital media (podcasts, e-books, and AI learning tools) demonstrate the institution's commitment to improving the quality and sustainability of its services.

The successful implementation of technology-based quality management at Englishcall is supported by the availability of adequate infrastructure, the digital competence of tutors and staff, and management's commitment to providing flexible and adaptive services. However, there are still obstacles in the form of limited access to technology for some course participants, especially in terms of internet access and the devices used. This factor has the potential to reduce learning comfort and decrease participant satisfaction. Therefore, continuous efforts are needed to expand access to technology and improve digital literacy so that the implementation of technology-based quality management can run optimally and sustainably.

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