

ABSTRAK

Tikwan Siregar. Pengaruh Budaya Organisasi, Komunikasi Interpersonal, Motivasi Berprestasi, dan Kepuasan Kerja terhadap Komitmen Pengimplementasian Kebijakan Penjaminan Mutu Pendidikan pada Kepala Sekolah Dasar Negeri di Kabupaten Deli Serdang.

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Penelitian ini bertujuan untuk mengetahui pengaruh budaya organisasi, komunikasi interpersonal, motivasi berprestasi, dan kepuasan kerja terhadap komitmen pengimplementasian kebijakan penjaminan mutu pendidikan dan untuk menentukan model teoritis kinerja (*fixed model*) yang dapat menggambarkan struktur hubungan kausal antara variabel eksogenus dengan variabel endogenus. Penelitian ini dilakukan di Sekolah Dasar Negeri se-Kabupaten Deli Serdang tahun 2020. Sampel sebanyak 236. Penjarangan data variabel penelitian menggunakan angket yang valid berdasarkan hasil analisis rasional (*Expert Judgement*) dan uji coba instrumen terhadap 30 orang dari anggota populasi penelitian. Teknik analisis data terdiri dari analisis deskriptif, uji persyaratan analisis, dan analisis jalur dengan taraf signifikansi α sebesar 0,05. Berdasarkan hasil analisis jalur secara keseluruhan diperoleh $F = 109,643$ dengan nilai signifikansi $F_{hitung} 0,00 < 0,05$. Hasil analisis mengungkap H_0 ditolak, H_a diterima. Jadi, ada pengaruh langsung positif dan signifikan budaya organisasi, komunikasi interpersonal, motivasi berprestasi, dan kepuasan kerja terhadap komitmen pengimplementasian kebijakan penjaminan mutu pendidikan dari kepala SD Negeri se Kabupaten Deli Serdang. Selanjutnya, hasil analisis jalur secara parsial ditemukan: (1) koefisien jalur yang signifikan antara budaya organisasi dengan motivasi berprestasi sebesar $p_{31} = 0,360$ dan pengaruh langsung sebesar 0,1296 atau 12,96%, (2) koefisien jalur yang signifikan antara budaya organisasi dengan kepuasan kerja sebesar $p_{41} = 0,333$ dan pengaruh langsung sebesar 0,110889 atau 11,09%, (3) koefisien jalur yang signifikan antara komunikasi interpersonal dengan motivasi berprestasi sebesar $p_{32} = 0,339$ dan pengaruh langsung sebesar 0,114921 atau 11,49%, (4) koefisien jalur yang signifikan antara komunikasi interpersonal dengan kepuasan kerja sebesar $p_{42} = 0,313$ dan pengaruh langsung sebesar 0,097969 atau 9,80%, (5) koefisien jalur yang signifikan antara budaya organisasi dengan komitmen pengimplementasian kebijakan penjaminan mutu pendidikan sebesar $p_{51} = 0,133$ dan pengaruh langsung sebesar 0,017689 atau 1,77%, (6) koefisien jalur yang signifikan antara komunikasi interpersonal dengan komitmen pengimplementasian kebijakan penjaminan mutu pendidikan sebesar $p_{52} = 0,107$ dan pengaruh langsung sebesar 0,011449 atau 1,15%, (7) koefisien jalur yang signifikan antara motivasi berprestasi dengan komitmen pengimplementasian kebijakan penjaminan mutu pendidikan sebesar $p_{53} = 0,374$ dan pengaruh langsung sebesar 0,139876 atau 13,99%, (8) koefisien jalur yang signifikan antara kepuasan kerja dengan komitmen pengimplementasian kebijakan penjaminan mutu pendidikan sebesar $p_{54} = 0,374$ dan pengaruh langsung sebesar 0,139876 atau 13,99%, seluruh koefisien jalur yang diuji adalah signifikan, sehingga sesuai ketentuan Uji Q, jika seluruh jalur dalam model yang memiliki koefisien jalur yang signifikan, maka model yang diusulkan adalah tepat sempurna (*the fit is perfect*) dengan data.

Kata kunci: Pengaruh, Budaya, Komunikasi, Motivasi, Kepuasan, Komitmen.

ABSTRACT

Tikwan Siregar. The Effect of Organizational Culture, Interpersonal Communication, Achievement Motivation, and Job Satisfaction on Commitment to Implementing Education Quality Assurance Policies of Head of State Primary School in Deli Serdang District.

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The objectives of this research are to analyze and the effect of organizational culture, interpersonal communication, achievement motivation, and job satisfaction on commitment to implementing education quality assurance policies of head of state primary school in Deli Serdang District and the fixed model or theoretical model of commitment to implementing education quality assurance policies which describes the causal relation among exogenous variable and endogenous. variable of the commitment to implementing education quality assurance policies of head of state primary school in Deli Serdang District. This research is conducted at State Primary School in Deli Serdang District with sample of data is 236. Data collection method is survey by using questionnaire. The questionnaire was tested on 30 people of population for validity and reliability base on rational analysis (expert judgement) and statistical analysis. The technical data analysis performed by descriptive analysis, conditional test analysis, and path analysis with significance level of α of 0.05. As the result of total path analysis, this research gets $F = 109,643$ with significant level of $0.00 < 0.05$. This result confirmed that the H_0 is rejected and H_a can not be rejected. The result can be interpreted that organizational culture, interpersonal communication, achievement motivation, and job satisfaction have positive direct effect on the commitment to implementing education quality assurance policies of head of state primary school in Deli Serdang District. The result of partial path analysis show that: (1) there is a significant path coefficient between organizational culture with Achievement Motivation, that is $p_{31} = 0.360$ with direct effect of 0,1296 or 12.96%, (2) there is a significant path coefficient between organizational culture with Job satisfaction, that is $p_{41} = 0.333$ with direct effect of 0,110889 or 11,09%, (3) there is a significant path coefficient between communication interpersonal with the achievement motivation, that is $p_{32} = 0.339$ with direct effect of 0,114921 or 11,49%, (4) there is a significant path coefficient between interpersonal communication with the job satisfaction, that is $p_{42} = 0.313$ with direct effect of 0,097969 or 9,80%, (5) there is a significant path coefficient between organizational culture with the commitment to implementing education quality assurance policies of ead of State Primary School, that is $p_{51} = 0,133$ with direct effect of 0,017689 or 1,77%, (6) there is a significant path coefficient between interpersonal communication with commitment to implementing education quality assurance policies of head of state primary school, that is $p_{52} = 0.107$ with direct effect of 0,011449 or 1,15%, (7) there is a significant path coefficient between achievement motivation with commitment to implementing education quality assurance policies of head of state primary school, that is $p_{53} = 0.374$ with direct effect of 0,139876 atau 13,99%, (8) there is a significant path coefficient between job satisfaction with commitment to implementing education quality assurance policies of head of state primary school, that is $p_{54} = 0.374$ with direct effect of 0,139876 atau 13,99%, All path coefficients are significant, so that the model is a fit perfect model with data.

Keyword: Influence, Culture, Communication, Motivation, Satisfaction, Commitment.