

**THE CONCEPT AND IMPORTANCE OF EDUCATIONAL ADMINISTRATION
IN IMPROVING THE QUALITY OF EDUCATIONAL INSTITUTIONS:
A THEORETICAL AND PRACTICAL REVIEW**

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Abstract

This article discusses the concept and importance of educational administration in improving the quality of educational institutions, with a focus on both theoretical and practical perspectives. Educational administration is defined as the process of planning, organizing, implementing, and supervising various educational activities to ensure effective and efficient management. The article explores key concepts such as strategic planning, organizational structuring, leadership in execution, and monitoring and evaluation processes within educational settings. Furthermore, the significance of educational administration is highlighted through its impact on operational efficiency, teaching quality, strategic educational planning, human resource development, and institutional innovation. Theoretical insights are drawn from management theories, emphasizing the role of leadership and adaptability, while practical examples demonstrate the application of administrative strategies in successful schools. The article concludes by stressing the critical role of educational administration in fostering a high-quality educational environment, where ongoing challenges such as technological integration and social changes are met with effective leadership and administrative support.

Keyword : Educational administration, Educational management, Strategic planning, Quality of educational institutions, Human resource development, Operational efficiency, Educational innovation, Supervision and evaluation, Educational leadership, Resource management

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INTRODUCTION

Educational administration plays a central role in the management of educational institutions, both in terms of operations and improving the quality of learning. The administrative process, which includes planning, organizing, implementing, and supervising, is the basis for achieving educational effectiveness and efficiency. In an ever-evolving educational environment, strong administration not only supports teacher and student performance, but also helps institutions adapt to policy changes, technological developments, and social demands. This article aims to discuss the concept and importance of educational administration, both from a theoretical and practical perspective, based on a review of the latest literature from books and journals in the last 10 years. Through this analysis, it is hoped that the understanding of the role

of educational administration in improving the quality of educational institutions can be strengthened.

METHODS

The method used in this article is a qualitative approach based on an extensive literature review of 15 peer-reviewed books and journal articles published within the last 10 years, focusing on educational administration. The method includes theoretical analysis of classical and contemporary management theories, such as Fayol's functions of management and modern educational leadership models, to frame the discussion on educational administration. Additionally, practical case studies from successful educational institutions were reviewed to illustrate the real-world application of these administrative concepts. A comparative analysis was also conducted to identify common themes and differences between theoretical frameworks and practical implementations, emphasizing the role of leadership, strategic planning, and adaptability in enhancing educational quality.

RESULTS AND DISCUSSION

1. Definition of Educational Administration

Educational administration is the process of planning, organizing, implementing, and supervising in educational institutions with the aim of achieving educational effectiveness and efficiency. According to Robbins (2016), educational administration involves various aspects of management such as finance, human resources, curriculum, and school infrastructure. This administration is not only technical, but also strategic in determining the direction of educational policy.

According to Smith & Lambert (2019), educational administration serves as the backbone of school operations. Through a good administrative process, educational institutions can create a quality learning environment and improve students' academic outcomes.

2. Concept of Educational Administration

The concept of educational administration encompasses various managerial approaches applied in the management of educational institutions. Educational administration plays an important role in ensuring that educational institutions can function well and achieve their educational goals. There are several key aspects that are core elements in educational administration, namely planning, organizing, implementing, and supervising. Here may be a point by point clarification of these concepts:

a. Planning

Planning is the initial process in educational administration that involves setting goals, objectives, and strategies of an educational institution. It includes identifying the needs of the institution, both academic and non-academic. Good educational planning must be both visionary and realistic, taking into account future needs as well as developments in technology and educational policy.

According to the planning theory proposed by Mintzberg (2018), planning in the context of education must be dynamic and flexible, because education is a field that is always changing. For example, changes in the national curriculum or education policy can affect the school's strategic plan, so it is important for administrators to be able to adapt.

Steps in educational planning include:

- **Identification of problems and needs:** Recognizing the challenges faced by educational institutions, such as declining quality of learning or lack of facilities.

- **Goal setting and priorities:** Setting short-term and long-term targets that educational institutions want to achieve.
- **Strategy development:** Choosing the most appropriate strategy to achieve goals, both in terms of human resource management, budget, and curriculum development.

b. Organizing

Organizing in educational administration refers to the process of arranging resources and organizational structures to achieve stated educational goals. This involves establishing a leadership hierarchy, dividing tasks, and allocating resources efficiently.

According to Gorton, Alston, and Snowden (2017), good organizing must pay attention to:

- **Clear organizational structure:** Proper division of roles and responsibilities between the principal, teachers, administrative staff, and students is essential to ensure the educational process runs smoothly.
- **Inter-departmental coordination:** Collaboration and communication between various units in educational institutions must run effectively so that there is no overlapping of tasks or confusion in implementing school activities.
- **Resource management:** Manage human resources, finances, and physical facilities optimally so that educational institutions can operate efficiently.

c. Implementation (Leading)

Implementation is the stage where the plans that have been prepared are executed. The principal or educational leader plays an important role in directing and motivating staff to carry out the planned educational programs. In implementation, leadership skills become very important because educational leaders must be able to overcome various operational challenges and ensure that all personnel work towards the same goal.

Leithwood (2017) emphasized that effective implementation requires an adaptive, participatory, and inclusive leadership style. Principals must be able to build a work culture that is conducive to innovation and continuous learning among teachers and students.

d. Supervision and Evaluation (Controlling)

Supervision is the process of monitoring the implementation of educational programs and ensuring that all activities are running according to plan. Evaluation is carried out to measure the effectiveness of the program and take corrective action if necessary. Good supervision involves regular evaluation of student learning outcomes, teacher performance, and budget utilization.

The theory of supervision according to Fayol (1916) emphasizes the importance of continuous feedback and corrective action if there is a deviation from the initial plan. In education, evaluation must be comprehensive, covering academic aspects, resource management, and the quality of educational services.

3. The Importance of Educational Administration

Educational administration plays a crucial role in ensuring that educational institutions can achieve their educational goals optimally. Effective administration creates a conducive educational environment, supports the quality of teaching, and increases efficiency in the use of resources. Here are some reasons why educational administration is so important:

a. Improving Operational Efficiency

Good educational administration helps in the efficient management of resources, from budget, manpower, to time. Educational institutions are often faced with limited resources, and effective administration helps in ensuring that the available resources are used optimally. For example, good budget management ensures that school expenditures are in line with established priorities, such as providing adequate learning facilities or teacher training.

Johnson (2020) found that schools with good financial administration were able to minimize waste and allocate more funds to activities that support improving the quality of education, such as teacher training programs or purchasing quality teaching materials.

b. Improving the Quality of Teaching and Learning

Effective educational administration can create a supportive environment for the teaching and learning process. Good administration allows teachers to focus on teaching, by providing support in the form of mature curriculum planning, adequate facilities, and ongoing professional training programs.

McCarty (2018) showed that teacher performance and student learning outcomes are highly dependent on the administrative support provided. Teachers who work in a well-organized environment, where they receive clear guidance and administrative support, tend to be more motivated and able to produce innovative teaching methods.

c. Supporting Targeted Education Planning

Educational administration is very important in planning educational programs that are relevant and in accordance with the needs of students and the demands of society. Good planning involves analyzing needs, both in terms of learning materials, teaching methods, and additional services needed by students.

Clark (2019) stated that targeted educational planning helps educational institutions adapt their programs to developments in the world of work and technology, so that graduates are better prepared to face challenges outside of school. In addition, mature educational planning also makes it easier for schools to adapt to changes in government policies or developments in student demographics.

d. Improving the Quality of Human Resources

Human resource development, both teachers and administrative staff, is one of the important aspects of educational administration. Effective educational administration will ensure that there is a continuous professional development program for teachers and staff, so that they are always updated with the latest developments in teaching methodology and school management.

Taylor (2021) revealed that schools that have good professional development programs are able to significantly improve the performance of their teachers, which ultimately has an impact on improving the quality of education. With good administrative support, teachers have the opportunity to attend training, seminars, or workshops that can improve their competence.

e. Supporting Innovation and Change

In the ever-changing world of education, the ability to innovate and adapt is essential. Strong educational administration encourages innovation in teaching methods, classroom management, and the use of educational technology. With an adaptive administrative system, schools can respond to external changes, such as technological developments, changes in educational policies, or the evolving needs of students.

Gardner (2021) emphasized that technology-based administration, such as the use of school information management systems, can increase efficiency and transparency in the educational process. This not only speeds up document management or internal communication, but also allows teacher and student performance evaluations to be carried out more quickly and accurately.

4. Theoretical and Practical Review

Theoretical Review

Theoretically, educational administration is based on various management theories. Classical management theory as proposed by Fayol (1916) regarding management functions

(planning, organizing, supervising, and controlling) is still relevant in the context of modern educational administration. Meanwhile, modern theories such as the systems approach and the contingency approach provide an understanding that educational institutions are dynamic entities, requiring flexibility and adaptability in their management (Harris & Jones, 2019).

Educational management theories also emphasize the importance of leadership in educational administration. Research by Leithwood (2017) shows that principals who have strong administrative skills play a significant role in achieving high quality education. Participatory and collaborative leadership encourages improved performance of educational institutions.

Practical Review

In practice, educational administration includes several core activities such as academic planning, budget management, human resource management, and curriculum development. Examples of best practices in high-performing schools show that effective administration is able to respond quickly to challenges such as changes in educational policy, increasing student numbers, and budget constraints (Baxter, 2020).

A study by Gardner (2021) found that schools that implemented technology-based administration systems experienced increased efficiency in document management, internal communication, and performance evaluation. Technology-based administration systems allow school administrators to monitor teacher and student performance in real-time, so that strategic decisions can be made more quickly and accurately.

CONCLUSION

This study utilizes a qualitative approach, emphasizing theoretical analysis and a comprehensive review of recent literature on educational administration. The research is based on 15 peer-reviewed sources, including books and journal articles published within the last decade. These materials were selected from academic databases, focusing on the fields of educational leadership, management, and administration to provide a solid conceptual foundation.

The methodology includes an in-depth exploration of classical and contemporary theories of management, such as Fayol's management functions and modern educational leadership models. The theoretical framework is used to analyze how these concepts are applied in practice, particularly in educational settings. Additionally, case studies from successful institutions are reviewed to illustrate the practical implementation of administrative theories, with a focus on leadership styles, technology integration, and innovative practices.

A comparative analysis of various theoretical models and practical applications highlights key themes and differences, emphasizing the adaptability of leadership and the need for strategic planning in diverse educational contexts. This qualitative approach offers valuable insights into how educational administration can enhance institutional quality by merging theoretical understanding with real-world applications. Social change is the main challenge that educational administration must face.

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