

ABSTRACT

This study starts from the phenomenon that indicates the poor quality of basic education services in Donggala. The formulation of the research problem is how big the influence of transformational leadership on the quality of basic education services in the Office of Education Donggala. Theory used in this study is the theory of transformational leadership of Bass and Riggio (four dimensions of transformational leadership) and the theory of service quality Ndraha (four dimensions of quality of service).

This study uses quantitative design with a survey method explanatory. Given the amount of population that is not too large, then set the whole population (156 people) as the respondents of the study (census). Further data collection techniques to obtain primary data, used a questionnaire. In this case there are questions in the questionnaire answered by each respondent are included in this study. In addition, this study also captures secondary data related to research problems.

The results showed transformational leadership in a positive and significant effect on the quality of basic education services in Donggala. Dimensions of transformational leadership variables that contribute the greatest influence is the dimension of individual consideration, then followed by the dimensions of inspirational motivation, intellectual stimulation and dimensions. While the dimensions that contribute least influence, inspirational motivation is the dimension.

The new concept is proposed as the findings of this study, is: "the application of transformational leadership are more determined by individual consideration dimension (individual consideration). This was based on the fact that the field shows this dimension as a dimension of the greatest contributions of influence. "

Keywords: *Transformational Leadership, Leader, Quality Services, and Basic Education.*