

SUMMARY

Pengembangan Sekolah Dasar Central International School berdasarkan Preferensi Orangtua Murid

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Description :

Cinthyanova Agustina. The development of Central International Primary School Based on Parent's Preference.

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Central International School is one institution that conducts the process of teaching and has taught International standards both in terms of curriculum, teaching staff, and education facilities and infrastructure. In schools development many factors thought to influence such as the teachers, facilities, and extracurricular and all of them is participation of parents.

To investigate this method is use conjoint analysis. Primary data obtained from questionnaires with 35 respondent parents of primary school students, who are the current customers and 31 respondent parents of kindergarten students who are the potential customers.

The results of the conjoint analysis, for both groups of current customers and groups of potential customers, shows that the relative importance of attributes is preferred extracurricular activities, rather than teacher composition and supporting facilities. It shows here that the attributes of teacher composition and support facilities are averagely the same number and position. For the attribute level of extracurricular activities, extracurricular activities utilities of cooking is preferred than robotic preferable handicrafts. In the matter of teacher attribute for current customers, the preference of 20% foreign teachers and 80% are local teachers (WNI) is preferable than 40% of foreign teachers and 60% local teachers is preferable than 30% of foreign teachers and 70% local teachers (WNI), for potential costumer attribute levels for teachers of 20% of foreign teachers and 80% local teachers (WNI) is preferred than 30% of foreign teachers and 70% local teachers (WNI) is preferable than 40% of foreign teachers and 60% local teachers (WNI). For the attribute level of support facilities, utility facilities of art and culture is preferred than facilities of Information Technology/IT is preferable than facilities of sports.

Based on the results of conjoint analysis it can be concluded that the combination of the development of Central International primary school based on parent's preference is cooking as the extracurricular activities, the composition of teachers 20% of foreign teachers and 80% local teachers (WNI) also supporting facilities of art and culture.

The advice given based on the results is increase the existing extracurricular with cooking extracurricular and also gives an appreciation of local teachers.

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