

ABSTRAK

Betty Leindarita. Analisis Preferensi Wali Santri terhadap Jasa Pendidikan MTS/SLTP Pondok Pesantren Jabal Nur di Tangerang. (Dibimbing oleh Prof.Dr.Tumari Jatileksono)

Penelitian ini bertujuan untuk menentukan tingkat kepentingan relatif atribut jasa pendidikan, menentukan utilitas masing-masing level atribut jasa pendidikan, dan mengetahui kombinasi preferensi utama yang paling disukai wali santri dalam memilih jasa pendidikan MTs/SLTP Pondok Pesantren Modern Terpadu Jabal Nur di Cipondoh Tangerang.

Metode penelitian yang digunakan adalah metode diskriptif analisis. *Conjoint analysis* diterapkan untuk menganalisis 6 atribut yaitu : *product*, *price*, *promotion*, *process*, *people*, dan *physical evidence* yang dianggap menentukan preferensi wali santri terhadap jasa pendidikan pondok pesantren. Tahap I dilakukan untuk mengetahui level atribut yang paling disukai dari kombinasi atribut *product*, *price*, dan *promotion*. Tahap II dilakukan untuk mengetahui level atribut yang paling disukai dari kombinasi *process*, *people*, dan *physical evidence*. Tahap III dilakukan untuk mengetahui urutan tingkat kepentingan dan level atribut yang paling disukai dari kombinasi terbaik yang diperoleh dari tahap I dan II. Sebanyak 87 orang wali santri telah ditetapkan menjadi responden, kemudian dibagi menjadi 29 responden untuk masing-masing tahap *conjoint analysis*.

Hasil analisis *conjoint* tahap I menunjukkan tingkat kepentingan atribut *price* 39,9%, *promotion* 32,4%, dan *product* 27,6%. Hasil tahap II menunjukkan tingkat kepentingan atribut *process* 39,1%, *physical evidence* 37,5%, dan *people* 23,2%. Hasil tahap III menunjukkan tingkat kepentingan *process* 37,9%, *price* 33,6%, dan *physical evidence* 28,3%. Level atribut yang paling disukai wali santri adalah $\pm$ 8jam istirahat (makan, tidur) dan $\pm$ 16 jam aktivitas belajar untuk atribut *process*, uang sekolah Rp. 250.000 per bulan untuk *price*, dan kelengkapan sarana IT (*Infokus*, *projector*, *LCD computer*) untuk *physical evidence*. Begitu juga untuk promosi melalui iklan untuk *promotion*, keterampilan medis untuk *product*, dan guru tetap untuk *people*.

Kesimpulan penelitian ini menunjukkan dari urutan tingkat kepentingan atribut *Process*, *Price*, *Physical Evidence*, *Promotion*, *Product*, dan *People* dengan perbedaan yang relative tidak sangat signifikan. Kombinasi yang paling disukai wali santri adalah : kegiatan $\pm$ 8 jam istirahat (makan, tidur) $\pm$ 16 jam aktivitas belajar, uang bulanan Rp 250.000 per bulan, dilengkapi sarana IT, promosi melalui *advertising*, ekstrakurikuler keterampilan medis, dan diadakan guru tetap.

ABSTRACT

Betty Leindarita. Analysis of The Student's Parent Preference to Education Services at Cultural Junior High School of Modern Integrated Jabal Nur Islamic Boarding School In Tangerang. Tumari Jatileksono

This research was aimed to determine the relative importance of the attributes of educational services, determine the utility of each attribute level of educational services, and find the combination that most students preferred guardian preferences in choosing educational services Mts / Boarding School junior Jabal Nur in Modern Integrated Cipondoh Tangerang.

The research method used is descriptive method of analysis. Conjoint analysis is applied to analyze the six attributes, namely: product, price, promotion, process, people, and physical evidence considered to determine the preferences of the student trustee boarding school education services. Phase I done to determine the most preferred combination of attributes that the level of product attributes, price and promotion. Phase II conducted to determine the combination most preferred attribute level of the process, people, and physical evidence. Phase III conducted to determine the order of importance and the most preferred attribute level of the best combination obtained from the phase I and II. As many as 87 people have been given the student respondents guardian, then divided into 29 respondents for each stage of conjoint analysis.

Conjoint analysis results of phase I demonstrate the importance of the attributes price 39.9%, promotions 32.4%, and products 27.6%. Phase II results demonstrate the importance of the attributes of the process of 39.1%, 37.5% of physical evidence, and people 23.2%. The results in phase III showed the level of attribute interest *for process was 37,9%, price was 33,6%, and physical evidence was 28,35%*. The level attribute that the student's parent like most was *± 8 hours rest (eating, sleeping) and ± 16 hours learning activity for attribute process*, monthly payment was Rp. 250.000 per month for *price*, and the completeness of IT facilities (*Infokus, projector, LCD computer*) for *physical evidence*. So also for promotion through advertising for promotion, medical skills for the product, and permanent teachers for the people.

The conclusion of this study showed the rank of interest attribute level Process, Price, Physical Evidence, Promotion, Product, and People with the difference was relatively not significant, so the attribute which the student's parent like most was attribute level Process *±8 hours rest (eating, sleeping) 16 hours of learning activity*. For attribute level Price which the student's parent like most was Rp 250.000, and the attribute level of Physical Evidence which the most student's parent like was the completeness of IT facilities (*infocus, projector, lcd, computer*).