

Article

THE EFFECT OF PERCEIVED QUALITY, IMAGE AND MOTIVATION ON INTEREST STUDENTS' CHOICE OF ISLAMIC PRIMARY SCHOOL (A CASE STUDY AT MA'ARIF GANDU ELEMENTARY SCHOOL, MLARAK PONOROGO)

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STUDENTS' CHOICE OF ISLAMIC PRIMARY SCHOOL (A CASE STUDY AT MA'ARIF GANDU ELEMENTARY SCHOOL, MLARAK PONOROGO)

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Abstract: Education is something that someone must have and get, but the best education is the target of every parent and child in realizing their dreams. Education is a learning process so that students continue to develop abilities and strengths to be able to have a useful level of knowledge. There are many criminal and immoral cases in adolescents such as pregnancy outside marriage, the use of narcotics, promiscuity in adolescents and others due to the lack of religious education given and instilled by an educator or school to their students. This study aims to determine and explain the influence of perceptions of quality, image and motivation in increasing Guardian interest in choosing Islamic elementary schools in madrasah Ibtidaiyah Ma'arif Gandu Mlarak Ponorogo. Interest can be interpreted as a form of desire with the behavior and actions given by consumers in this case is the guardian of the Madrasah Ibtidaiyah Ma'arif. With the existence of different perceptions in each person indicates that they have a good view of the object in this case is Madrasah ibtidaiyah Ma'arif. The population in the study was the Guardian of Madrasah Ibtidaiyah Ma'arif with a sample of 60 respondents. Withdrawal of the sample by means of probability sampling with a simple random sampling technique, data analysis using multiple linear regression. The results showed that Simultaneously: Perception of Quality, Image, Motivation had a positive effect on Guardian Interest Madrasah Ibtidaiyah Ma'arif Gandu Mlarak Ponorogo. And partially (X1) Perception of quality has a negative and insignificant effect on the interest of Guardian Ma'arif Gandu Mlarak Ponorogo Madrasah Ibtidaiyah, with the results obtained a significant value of $0,247 \geq 0,05$ and a calculated t value of $1.171 \leq t \text{ table } 2,000$, (X2) Image has a positive and significant effect on the interest of Guardian Ma'arif Gandu Mlarak Ponorogo. Madrasah Ibtidaiyah, with the results of the study obtained a significant value of $0,019 \leq 0,05$ and t count $2.420 \geq t \text{ table } 2,000$ (X3) Motivation has a Positive and Significant influence on the interest of Guardian Madrasah Ibtidaiyah Ma'arif Gandu Mlarak Ponorogo, with the results of the study obtained a significant value of $0,005 \leq 0,05$ and the t value of $2.915 \geq t \text{ table } 2,000$. Based on the results of the study, the researchers suggested that the relevant institutions further improve the perception of Guardian the of school quality, although sometimes the views of someone with others are different. As well as prioritizing the image and motivation of the institution towards the interest of the Guardian of the Madrasah Ibtidaiyah Ma'arif to be superior brand.

Keywords: Perception of quality, Image, Motivation, Madrasah Ibtidaiyah Ma'arif.

Introduction

Education plays a role in improving the quality of human resources through various formal, non-formal, and informal processes, ranging from early childhood education to higher education. Education has benefits in educating the younger generation, providing knowledge, providing skills, and experience, and delivering the younger generation of Indonesia to be able to face the challenges of the times and develop towards the advancement of world civilisation. The government plays an active role in improving education in Indonesia by providing a programme for young people to have a minimum of 9 years of education, besides that the government also provides school operational assistance (BOS) in the form of financial assistance, textbooks, school building construction, scholarships, and also assistance for the education of underprivileged children. In Law No. 20/2003 on the National Education System, article 1 explains that education is a conscious and planned effort to create a learning atmosphere and learning process so that students continue to develop their abilities and strengths to be able to have a level of religious spiritual knowledge. Personality, self-control, noble character, intelligence, and various skills needed by himself, society, nation and state (President; 2003).

The increase is evident in the number of newly established educational institutions in various regions of Indonesia. However, the increase in the number of educational institutions is not in line with the increase in knowledge, morals and morals of Indonesian citizens. This is evidenced by the number of crimes, murders, thefts, immoral acts, student tauran and drug use and the many cases of pregnancy outside of marriage that occur in the younger generation in Indonesia. This can happen to them because of the lack of religious education so it becomes something that needs to be evaluated by all Indonesian people.

In East Java, precisely the city of Ponorogo, there is one formal educational institution at the primary school level called Madrasah Ibtidaiyah MA'ARIF. This institution is an Islamic elementary school that provides teaching about religious knowledge to all students, such as Aqidah Ahlak, Al-Quran, Hadith, Al-Quran reading and writing education, Tarik Islam, and provides Extra Curricular in the form of a tahfid AlQuran programme for all students. MI Ma'arif Gandu has a programme to graduate its students by providing conditions in the form of the obligation of students to memorise juz 'Amma contained in the Quran juz 30, the obligation to be able to perform all prayers both mandatory prayers and sunnah prayers, daily prayers and so on to be able to become qualified Madrasah Ibtidaiyah graduates. The increase in the number of students indicates that the motivation that exists in Wali murid every year is increasing.

No.	Year	Number of students per year
1	2010	150 people
2	2011	150 people
3	2012	152 people
4	2013	150 people
5	2014	178 people
6	2015	176 people
7	2016	167 people
8	2017	186 people
9	2018	196 people

Perceived Quality is the customer's perception of the quality or superiority of a product or service in terms of its function relative to other products (Bilson; 2001). Image is formed from how the institution or company carries out its operational activities which

have the main foundation in terms of service (Bukhori; 2003). According to Uno (2007), motivation can be interpreted as an internal and external drive in a person which is indicated by the presence of; desire and interest; drive and needs; hopes and ideals; appreciation and respect (Uno; 2007). By looking at the background above, the researcher is interested in conducting research with the title "Analysis of Perceptions of Quality, Image and Motivation Towards Student Guardians' Interest in Choosing an Islamic Primary School"

Literature Review

1. Definition of Interest

Interest according to Hilgard is interest is persisting tendency to pay attention to and enjoy some activity or content. (Interest is a fixed tendency to pay attention to and remember some activities). Activities that interest a person, are noticed continuously accompanied by a sense of pleasure in doing so (Slameto; 2015). Interest according to Noer Rohmah is a feeling of liking and interest in an object and encourages him to do something about it (Rohmah; 2012). According to Abd. Rohman Abror's (1993) interest is a driving force that encourages consumers to get something interesting such as objects, activities, or objects (Abror; 1993).

Interest indicators that exist today consist of 4 kinds among others:

a) Interest

Feelings of interest are generally related to the function of knowing, meaning that feelings can arise from observing, responding, imagining, remembering or thinking about something. Usually, a person will be attracted to something that suits their needs or desires.

b) Feelings of pleasure

Feelings are usually defined as subjective psychic symptoms that are generally related to familiar symptoms and are experienced in varying degrees of pleasure or displeasure. In general, humans will have a desire or interest preceded by a feeling. The feeling of pleasure is a psychic activity in which the subject appreciates the values of an object.

c) Attention

Attention is focusing energy to be directed to an object. Another definition states that attention is a form of awareness in every activity carried out. The more awareness that accompanies an activity the more intensive the attention.

d) Engagement

Involvement is an interest that makes someone happy and interested in doing or working on the activities of the object.

2. Perceived Quality

Perceived quality according to Durianto (2004: 96) is consumer perceptions of the overall quality or superiority of a product or service related to what consumers expect. (Durianto; 2004) According to Tjiptono, perceived quality is consumers' assessment of the superiority or superiority of the product as a whole (Tjiptono; 2011). According to Simamora, perceived quality is the consumer's perception of the quality or superiority of a product or service in terms of its function relative to other products (Bilson; 2011).

Several experts, namely: (Parasuraman, Zeithaml, and Berry, 1988; Zeithaml et al, 1996) state that five dimensions of service quality are used to understand consumer expectations and perceptions of service quality:

a) Reliability

The ability to perform the promised services precisely and reliably.

b) Responsiveness

The company's willingness to help customers and provide services quickly.

- c) Assurance
The knowledge and friendliness of the employees and their ability to inspire trust and confidence.
- d) Empathy
The requirement to care, to give personal attention to customers.
- e) Tangibles
Appearance of physical facilities (interior and exterior), equipment, employees, and communication media

3. Image

According to Zeithaml, image is "Organizational image as perceptions of an organisation reflected in the associations held in consumer memory" (Adam; 2015). Image is the view given by the public or consumers of a company or product. Kotler has mentioned that buyers/consumers may have different responses to the image of a company or brand (Kotler; 2000). Image is also an impression of good/bad experiences and knowledge that a person or individual has and has experienced of goods or services (Jenkins; 2003).

Components of Building an Image (Soegoto; 2008):

- a) Company identity, including company name, logo, price, promotion, and so on that are easily understood by customers.
- b) Education choices.
- c) Reputation is the consistency of the company/institution towards the behaviour of the organisation both in guaranteeing the services offered and the reliability of the services offered.
- d) Service processes are carried out through leadership, and organisational culture through a variety of services that can either be seen or felt.
- e) The physical environment is a place used in assisting the process of operating and delivering services, namely the shape and size of the building and a secure parking area.
- f) Contact person is related to the interaction between employees and customers with friendly, polite, ethical service and has competent employees.

Several things need to be first analysed in the use of imagery, including:

- a) Trust is a form of research from one party to another to trust each other. Image is built through trust, therefore in assessing or measuring the image, it is necessary to know the extent of trust given by stakeholders in school institutions.
- b) Confidence in the reputation of the school institution
- c) Emotional connection between students and the community
- d) The loyalty of students and the community to the school institution through good service.

4. Motivation

Motivation can be interpreted as an internal and external drive within a person which is indicated by the presence of; desire and interest; drives and needs; hopes and ideals; appreciation and respect (Makplus; 2018).

Motivation is the driving force within a person to carry out certain activities, to achieve a certain goal (Herminarto & Sofyan; 2012).

4.1 Motivational Factors

According to Chung and Megginson as quoted by Faustino Cardoso Gomes, actually Motivation consists of 2 kinds of factors (Gomes; 2000):

- a) Individual factors, such as needs, goals, motivation, and ability.
- b) Organisational factors, e.g. Pay or salary, worker safety, fellow workers, supervisors, praise.

4.2 Indicators of learning motivation

The definition of motivation, in this case, is learning motivation and indicators of learning motivation according to Hamzah B Uno (Uno; 2017):

- a) Desire and desire to succeed
- b) The existence of encouragement and needs in learning
- c) The existence of future hopes and aspirations
- d) The existence of rewards in learning
- e) The existence of interesting activities in learning. Research Hypothesis

H1: There is a positive and significant influence between Perceived Quality (X1) on the interest of student guardians in choosing an Islamic primary school at MI Ma'arif Gandu Mlarak Ponorogo (Y)

H2: There is a positive and significant influence between Image (X2) on the interest of student guardians in choosing an Islamic primary school at MI Ma'arif Gandu Mlarak Ponorogo (Y).

H3: There is a positive and significant influence between Motivation (X3) on the interest of student guardians in choosing an Islamic primary school at MI Ma'arif Gandu Mlarak Ponorogo (Y).

Methods

Sampling in this study uses probability sampling with a simple random sampling technique, in which the sampling of sample members from the population is carried out with random criteria without any exceptions to potential respondents, namely student guardians in the Ma'arif Gandu Mlarak madrasah ibtidaiyah (Sugiyono; 2014). The definition of a sample is part of the number and characteristics possessed by the population. Sampling can be said to be good if two conditions are met, namely representative and adequate (Sugiyono; 2014).

In this study, the sample was part of the madrasah ibtidaiyah student guardians. Ma'arif Gandu Mlarak Ponorogo. The total population of wali murid at Ma'arif Gandu Mlarak Ponorogo ibtidaiyah madrasah is 196 people (2018-2019 school year), so the number of samples taken is 60 respondents. This is based on Arikunto's opinion which states that if the population is more than 100 people, it is taken between 10-15% or 20-25% or more, so the researcher took a sample of 30% of the total population (Arikunto; 2013).

This study uses a closed questionnaire, namely questions where the answers have been limited by the researcher to close the possibility for respondents to answer at length according to their way of thinking. This is done by distributing questionnaires, where respondents answer questions that have been arranged in the form of choices and scaled questions using a Likert scale (1-5). For scaled questions, each statement contains five answer options, which are rated as follows:

- Score 5 for respondents who answered strongly agree.
- Score 4 for respondents who answered agree. - Score 3 for respondents who answered undecided/sufficient - Score 2 for respondents who answered disagree.
- Score 1 for respondents who answered strongly disagree.

The analysis used in this research is quantitative using numbers with the help of the SPSS (Statistical Product Service Solution) 16.0 program. Data Analysis Technique. For data processing is to use linear regression analysis, in this case, multiple linear regression. Before correlation analysis is carried out, testing of research instruments and data is carried out, namely, validity test, reliability test, and classical assumption test, and then hypothesis testing is carried out.

Results and Discussion

The results of this study state that the perceived quality variable (X1) has a negative relationship with the variable wali murid interest in choosing an Islamic primary school (Y). This can be seen from the regression coefficient of 0.119. In addition, perceived quality (X1) has a t count of 1.171 and a significant value of 0.247. Terms of Interest Choosing a hypothesis accepted or rejected is based on the magnitude of the significant value. If the significant value is smaller or equal to 0.05, the hypothesis is accepted. The results of the study obtained a significant value of $0.247 \geq 0.05$ and a calculated t value of $1,171 \leq t$ table 2,000. It is concluded that the hypothesis (H1) which reads "Perceived Quality has no positive and significant effect on student interest in choosing MI Ma'arif Gandu Mlarak Ponorogo Elementary School" is rejected. This means that there is no positive and significant influence between the perceived quality variable and interest.

The results of this study state that the Image variable (X2) has a positive relationship with the variable walimurid interest in choosing an Islamic elementary school (Y). This can be seen from the regression coefficient of 0.236. In addition, Image (X2) has a t count of 2.420 and a significant value of 0.019. Terms of Interest Choosing a hypothesis accepted or rejected is based on the magnitude of the significant value. If the significant value is smaller or equal to 0.05, the hypothesis is accepted. The results of the study obtained a significant value of $0.019 \leq 0.05$ and a calculated t value of $2.420 \geq t$ table 2.000. It is concluded that the hypothesis (H2) which reads "Image has a positive and significant effect on student interest in choosing MI Ma'arif Gandu Mlarak Ponorogo elementary school" is accepted. This means that there is a positive and significant influence between the motivation variable and interest.

The results of this study state that the Motivation variable (X3) has a positive relationship with the variable of wali murid interest in choosing an Islamic primary school (Y). This can be seen from the regression coefficient of 0.294. In addition, Motivation (X3) has a t count of 2.915 and a significant value of 0.005. Terms of Interest Choosing a hypothesis accepted or rejected is based on the magnitude of the significant value. If the significant value is smaller or equal to 0.05, then the hypothesis is accepted. The results of the study obtained a significant value of $0.005 \leq 0.05$ and a calculated t value of $2.915 \geq t$ table 2.000. It is concluded that the hypothesis (H2) which reads "Motivation has a positive and significant effect on student interest in choosing MI Ma'arif Gandu Mlarak Ponorogo Elementary School" is accepted. This means that there is a positive and significant influence between the motivation variable and interest.

Table 1. Multiple Regression Test Results

Coefficients a

Based on the research results, the following is a description of the discussion of all variables from the research obtained at MI Ma'arif Gandu Mlarak Ponorogo

Table 1. Multiple Regression Test Results

Coefficients ^a					
Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	3.344	1.989	1.681	.098
	Perceived Quality_X1	.119	.102	.162	.247
	Image_X2	.236	.097	.350	.019
	Motivation_X3	.294	.101	.330	.005

Table 2. ANOVA F test

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.910	3	27.970	20.864	.000 ^a
	Residuals	75.074	56	1.341		
	Total	158.983	59			

Based on the research results, the following is a description of the discussion of all variables from the research obtained at MI Ma'arif Gandu Mlarak Ponorogo

1. The Effect of Perceived Quality on Interest

Based on the results of the data analysis above, it is evident that there is no positive and significant influence between perceived quality on interest. Because the sig. value of perceived quality is 0.247 > 0.05. This states that the perceived value of quality harms student interest. Madrasah Ibtidaiyah Ma'arif Gandu Mlarak Ponorogo. Several possibilities can cause the two variables not to be significantly related. First, Walimurid has its views on the perception of good quality and quality at the Ma'arif Gandu Mlarak Ponorogo Madrasah Ibtidaiyah school. Furthermore, the perception of quality is not their first reference for entering and sending their children to school because there are other factors that they are interested in Madrasah Ibtidaiyah Ma'arif Gandu Mlarak Ponorogo.

This statement is supported by the results of research by Arifin and Fachroddji (2015) which found that there is no significant influence between the variable perception of quality on the purchase intention of Achilles tyres in South Jakarta. This is because Wali Murid has different perceptions about the quality of an institution, in this case, MI Ma'arif Gandu Mlarak Ponorogo. So the consideration of interest in choosing is dominated by the image and motivation of each individual. So in this study, the perceived quality variable has no significant effect on interest.

2. Effect of Image on Interest

Based on the results of the data analysis above, it is proven that there is a positive and significant influence between the Image variable on student interest. Because the sig. value of the image is 0.019 < 0.05. This states that the value of Image has a positive effect on student interest in Madrasah Ibtidaiyah Ma'arif Gandu Mlarak Ponorogo.

This statement is relevant to the results of research by Randi (2016), namely that image has a positive and significant effect on buying interest in Texas Chicken fast food at Texas Chicken Pekanbaru consumers. This can be seen from the Texas Chicken Image indicator to innovate products so that consumers will not feel bored, present new accurate information, namely information that has no doubts, is free from errors and is not misleading, reflects and is not misleading so as not to raise questions for the recipient of the information.

3. Effect of Motivation on Interest

Based on the results of the data analysis above, it is proven that there is a positive and significant influence between the Motivation variable on interest. Because the sig. value of motivation is $0.005 < 0.05$. This states that the value of motivation has a positive effect on student interest.

This statement is relevant to the results of research by Ulfa Nurhayati (2012), namely, Motivation has a positive effect on the interest of accounting students to take part in accounting professional education (PPAk) empirical studies at private universities in Medan. This can be seen from the motivation indicators which are divided into 2 main parts, namely intrinsic and extrinsic indicators, including liking challenging things, and the desire to get along with others. Desire to get practice. Get more knowledge. Getting something useful. High interest. Desire to develop.

Conclusions

Conclusion. From the results of the research on the study of respondents who are Walimurid Islamic Elementary School MI Ma'arif Gandu Mlarak Ponorogo, and associated with the research objectives and hypotheses, the following conclusions can be drawn: First. Perception of quality partially does not have a positive and significant effect on student interest in choosing MI Ma'arif Gandu Mlarak Ponorogo Islamic Elementary School. Second. Image partially has a positive and significant effect on student interest in choosing MI Ma'arif Gandu Mlarak Ponorogo Islamic Elementary School. Third. Motivation partially has a positive and significant effect on student interest in choosing an Islamic elementary school, MI Ma'arif Gandu Mlarak Ponorogo. Fourth. The image variable has a higher value on the interest of Mi Ma'arif Gandu Mlarak Ponorogo Islamic elementary school students than other variables in this study.

Suggestion

Based on the results of this study, the researcher makes the following suggestions: First. The institution in the context of this research, namely Madrasah Ibtidaiyah Ma'arif Gandu Mlarak Ponorogo, should always improve the factors that influence the interest of Wali Murid choosing MI Ma'arif school, these factors include, among others, Image and Motivation at MI Ma'arif Gandu Mlarak Ponorogo. Second. What influences wali murid interest, in this case, is not only perceived quality, image and motivation, so to increase the influence of consumers, other variables outside of this study must be considered. Third. Suggestions for further research related to the influence on consumer/student interest in MI Ma'arif Gandu Mlarak Ponorogo Islamic Elementary School are as follows: (a) Research is carried out with the same independent variables, namely perceived quality, image and motivation, but the research is conducted on a different population; (b) Research is carried out on the same population, but using different independent variables, namely by using variables other than perceived quality, image and motivation.

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