

## THE EFFECT OF SERVICE QUALITY, FACILITIES AND PROMOTION ON THE INTEREST OF NEW STUDENTS

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### Abstract

*In the world of education has a very rapid development, especially in private schools which will have an impact on these schools to gain the sympathy of prospective new students . The International Standard Madrasah (MBI), Amanatul Ummah, has improved academic services, infrastructure and promotion to attract the public to foster the interest of new students. This research was conducted at MBI Amanatul Ummah located in Pacet District, Mojokerto. This study examines the independent variables consisting of service quality, infrastructure and promotion variables, while the measured (bound) variable is the interest of new students. This study uses primary data sources obtained through questionnaires that have been filled in by respondents . To test the hypothesis of this study using multiple linear regression , showed that equation ,  $Y = 7,580 + 0.378X_1 + 0.442X_2 + 0.158X_3$  . A constant (a) of 7,580 shows the amount of interest of new students , if there is no influence from the variable quality of service ( ), infrastructure ( ) and promotion ( ) or it can be said that if the independent variable is zero then the amount of interest of new students is according to the constant value , namely 7,580 . t-test results for playanan quality variables*

**Keywords:** MBI, promotion, service quality , new student interest .

### Introduction

Republic of Indonesia Law No. 20 year 2003 about Sistem of Education, that sistem education nationwide must be able to ensure opportunities are equal for education, improve the quality and relevance and efficiency of management education to face the challenges of the changing lifestyle of the national , local and global so that reforms education needs to be planned , directed and sustainable . The purpose of education nationwide Indonesia is ter form of its system of education nationwide as an institution of education that is authoritative and powerful in empowering se decay of society Indonesia in order to grow into a man quality so that they can respond to globalization.

At this time, the world Education experiencing changes, many emerging schools private. Appearance many institutions of private will air as a result of the competition between schools in me mperoleh students. Various approaches have been taken to get the attention of the public through the improvement of facilities and infrastructure, facilities advanced technology and developing educators growth 's world of education have an impact competition between institutions schools especially sector private. The existence of such competition is not directly result in competition in the recruitment of students, from the level of the medium, base, top up to the level of education high, where each school competes in me mpromosi not you school them for me recruit students with me wearing a

variety of kinds of methods of promotion which is best, note that the growing interest of students new to a school can be implemented by increasing the services of academic which provide MBI Amanatul ummah, promotion by relations of society MBI Amanatul ummah. MBI Amanatul ummah is a school tiered Madrasah Aliyah (MA) which is situated in the area Pacet Mojokerto. School based international have certainly had a way of lodging in exciting the interest of students new to enroll in MBI Amanatul ummah.

How special it can be through the services of academic whose quality as well as the promotion of the well and has particularly qualified support infrastructure facilities, such as school buildings are attractive, large parking area, a decent hostel da others forth. .

The study is going to discuss how to influence k Quality of p elayanan academic, infrastructure and the promotion of the interests of students new in MBI Amanatul ummah. Currently the education agency discount trends in obtaining student just look at the ability of academic prospective learners, which aims to improve the quality of graduates from the school are, so it can have an impact factor of interest of students shortly be neglected.

In general, to carry out activities of promotion of the increasing interest of a person to enter into an institution of education, carried out by way of promotion to schools, making advertisement in media social, website, graduates are qualified, facilities are complete, also by sending students to follow the race that No outside so that prospective students can be attracted to the achievement which obtained pesera students MBI Amanatul ummah, MBI often hold events yearly with various kinds of race that also includes part of the introduction of the Institute MBI Amanatul ummah.

MBI Amanatul ummah provides complete facilities that can be enjoyed by students, a full-time social guidance system. The supervisor that includes the guardian class diniyah, formal classroom guardian and trustee room so that students will terd idik by educators who ber

competent in the field respectively. MBI Amanatul ummah also are program intensive for students in order to pass the test entry in the universities of high-known in the outside or inside the country by way of try outs, discussion completely and acceleration of education in periodically when learning at start of class ten to grade two dozen.

Based on the background of the problem, the problem can be formulated as follows:

1. How to influence Quality of Service Academic, facility infrastructure and promotion Against Interests Students New in MBI Amanatul ummah Pacet Mojokerto?
2. Which are more influential Quality of Service Academic, infrastructure and Promotion t erhadap Interests Students New in MBI Amanatul ummah Pacet Mojokerto?

The objectives of this study are as follows:

1. To determine the influence of Quality of Service Academy, facilities and promotion terhadap interests New Student in MBI Amanatul ummah Pacet Mojokerto
2. To find out Which are more influential Quality of Service Academic, infrastructure and Campaign Against Interests Students New in MBI Amanatul ummah Pacet Mojokerto.

## LITERATURE REVIEW AND RESEARCH HYPOTHESIS

### 1. Quality of Academic Services

Service quality is all forms of activities carried out by institutions in meeting consumer expectations. In this case, service is defined as services provided by the institution in the form of comfort, accuracy, hospitality, speed, skill and ability aimed at property and attitudes in providing services for customer satisfaction. The quality of service can be seen by comparing customer perceptions of the service that consumers actually get

To determine whether the service is of quality or not, it can be seen from five dimensions, namely:

- a. Physical evidence (*tangibles*)

The ability of an institution in showed him right existence on the party from the outside. Pen Visible, availability, environmental conditions of education and

facilities infrastructure of institutions in evidence of tangible services are supplied by agencies or organizations .

b. Reliability

The ability of institutions to provide services such as that promised reliably and accurately in accordance with the expectations of the students and the parents of students , meaning that the performance of the right time , the attitude of sympathetic , service without mistakes , and right on target .

c. Responsiveness

To the inability to provide services quickly ( responsiveness ) and appropriate for the student and the parents of students .

d. Guarantees are secured (assurance ) and certainty

The ability, courtesy and knowledge of teachers and staff of educational institutions to foster students' trust in the institution .

Mastuti's research results state that there are 3 kinds of dimensions related to service quality in the form of educational services , namely :

a. *Respect for students* ( care for students ). In the form of responses were rapid in services that are served by the power of education and teachers against students . Services are given are illustrative performance of each employee .

b. Teacher's knowledge (teacher knowledge), knowledge that the teacher understands which will be conveyed to students ,

c. School physical environment (environmental physical school or institution of education ), facility supplies equipment that is available in the classroom as well as in the environment of the school .

Tjiptono[1] is a brief saying that the benefits of quality superior include :

- a. Customer loyalty is higher
- b. Share market more widely
- c. The share price is bigger
- d. The selling price is higher
- e. Productivity is high

## 2. Infrastructure

Sam (2008) , states that facilities can be equated with existing facilities in schools ”. Mulyasa (2005) , in school-based management states that educational facilities are tools and

equipment that are directly used to support the educational process, especially the process of teaching and learning activities , which includes buildings or buildings , classrooms, tables and chairs, as well as tools and equipment. learning Media

The National Education Standards contained in Government Regulation No.13 of 2015 stipulate that one of the quality standards that must be met is the standard of infrastructure.

Facilities include furniture, educational equipment, educational media, books and other learning resources , consumables, and other equipment needed to support learning process activities that are regular, integrated and sustainable.

In order to attract new students, schools must pay attention to several things, including the style of the building, including the suitability of aesthetics and its function as an educational institution, as well as supporting facilities, including the completeness of educational facilities for religious activities, sports to parking and also the availability of the latest books in the library.

## 3 . Promotion

According to Swastha [2], the promotion is one among the variables in the mix of marketing is very important for the institution to me nawar right product them . Promotion can be said to be a one-way flow of information or persuasion designed to influence people or groups into the act of creating exchange in marketing . According to Tjiptono [3], promotion is a form of marketing communication, which is called marketing communication, which is a marketing activity that seeks to persuade, influence, remind and disseminate information on target markets for products and companies to buy and receive products or services offered by institutions or organizations .

Promotion as a form of communication of marketing is a function to provide information , influence and persuade decision- use services . Promotion objectives are a. provide information to customers as well as the public , b. increase usage , c. differentiating services d. emphasizing the value of the received customer for services e. balance sales .

According to Octavian[4], promotion will lead to, a. Our school is known to the wider community. B. Public trust and choose the school we as a selection of major. c. School we will have a target area of the market which is more spacious. d. Schools will get a quality market segment in terms of intelligence. e. schools will be felt as a common property, so that corrections to improve school quality will be even more pronounced. f. Schools will be able to develop a more stable and measurable work plan.

Promotion objectives include : a. Disseminate information on educational services to the target audience. b. To get an increase in sales and an increase in profit c. To acquire new customers and maintain customer loyalty. d. To maintain sales stability when the market is slowing down e. Distinguishing and favor the services of education than the services of a competitor, f. Shaping the image of the service of education in the eyes of consumers in accordance with the desired. g. Change consumer behavior and opinion.

Equipment sale services of education also has the effectiveness of the cost that is different in the various stages of the PLC, which includes the stages of the following :

- 1) Phase introductions, Advertising services education and publicity services of education has a degree of effectiveness of the cost of the highest, followed by the sale of personal and promotional sales services of education.
- 2) phase of growth, all the tools sale services of education has been diminished because of the demand for the services of Education which was triggered by communication / stories customer service education from mouth to mouth.
- 3) Maturity stage, Promotion of sales of educational services, advertising of educational services, and personal selling of educational services is increasingly important
- 4) Phase reduction, promotion of sales services of education remains strong, the advertising services of education and publicity services of education reduced its role, as well as sellers of services education less attention to services of education.

Educational service advertising carries many benefits to the educational services market leader in comparison to the promotion of the sale of educational services. School competitor that is small will get benefit big from the use of the promotion of the sale of services of education.

#### 4 . New Student Interests

W. S Winkel[5] say that interest i ne tendencies are somewhat settled to feel interested in areas of particular and feel happy to be involved in the field of it. According to Bernard, interest is the drive that exists between an individual and an object, a person's situation or activity. Minat merupakan tendency y heart 's g higher against something y ang full of passion. While d i p dictionary sikologi, interest merupakan desire, desire, willingness and the will involved d nature of action that is realized, the total impulse conscious or unconscious. Interests juga may mean a desire u ntu k positioning itself d ala m achievement of satisfying the needs of private limited. Interests also merupakan power booster for people in carrying out what they i nginkan. According to Bernard [6], interest is the impulse that exists between an individual and an object, a person's situation or activity

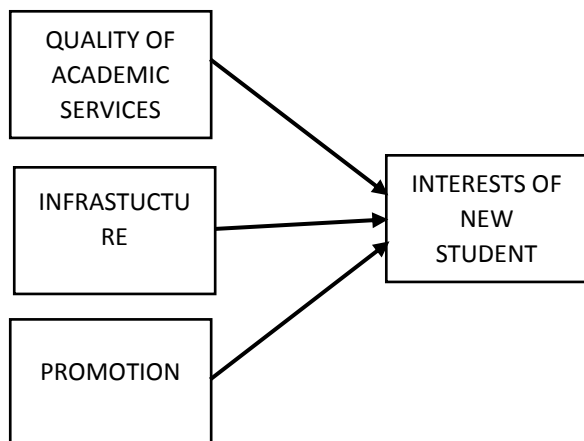
Interest is usually shown through statements that indicate a preference for something and can also be expressed in the form of participation in activities that interest him. So, it can be said that the indicators of interest include :

- a. There is a desire
- b. There is interest
- c. There is hope
- d. There is a will
- e. There is a feeling of pleasure
- f. There is attention
- g. There is a need
- h. There is encouragement.

Factors that affect the interests of students newly includes factors internal and factors external. Internal factors include motivation, ideals and talents. External factors include teachers, family, friends, environment and equipment facilities.

### 5. Framework for Thinking

Framework of thought is to explain the philosophy of the idea of the research were presented , thus requiring a capital research , which is shown in a diagram to show streams or connection between one variable by variable other .



**Figure 1**  
**Framework for Thinking**

### 6. RESEARCH HYPOTHESIS

Based on the research framework , the research hypothesis is as follows :

1. There is an influence on the quality of academic services , infrastructure and promotion on the interests of new students .
2. Infrastructure effect dominant against the interests of students new .

### RESEARCH METHODS

Research is using the technique of analysis of the data quantitatively with methode *survey* which aimed to test the hypothesis between variables that are hypothesized or explain the effect of the relationship clause between variables through testing hypotheses. Testing hypotheses based Singarimbun is research that aims to explain the relationship because due to the variables of research and testing of hypotheses were formulated.

The implementation of this research is located at MBI Amanatul ummah Mojokerto. Determining the location of the research is based on the number of applicants who enroll as students at MBI Amanatul ummah with power capacity are limited , the researchers will examine which affect the interests of students new register is the quality of service of academic or sale of MBI Amanatul ummah

Variables are objects that are collected as research data. The constructs or properties that are being studied .

a. *Independent variables* or variable freely in research this is the variable that led to the emergence or peruberubahan of variable dependent ( variable dependent ). Because its appearance or existence is not influenced by other variables. The following are the independent variables of this study :

- 1) Quality of academic services (X1)
- 2) Infrastructure (X2)
- 3) Promotion (X 3 )

b. *Dependent variable* or variables bound in research this is a variable that becomes due, called so because its appearance is caused by variables other . Dipenelitian this that becomes a variable dependent is Interests Students new (Y1).

Type of data peelitian this is primary data obtained through visits directly, through the (survey) were conducted at the location of research , which is examined with the help of a questionnaire , which use the instrument or scale of measurement using a scale linert 1-5.

The population in the study this is all students new in MBI Amanatul ummah, namely the class X. The sample is part of the number and characteristics of which are owned by the population . If the population is large, and the researchers did not possibly learn all that there is in the population According Arikunto [7], if the subject is less than 100, then it is better to take all of them . However, if the number of subjects is large or the research subjects are more than 100 then the number of samples can be taken using the Slovin formula. Furthermore Prasetya and Lina states that the size of the sample that is taken can be representative then can be calculated by using the formula Slovin at the bottom of this .

$$n = N / (1 + N. [(e2)]^2)$$

Remarks :

n = Sample Size

N = Population Size

e = Value Critical ( limits of accuracy ) the desired ( Percent leeway inaccuracy due to errors in taking the sample ).

The samples are part of the number and characteristics of which are owned by the population . If the population is large , and the researchers did not possibly learn all that there is in the population [8]

The research is to use analysis Regression Linear Regression (Multiple Linear Regression), with the formula as follows :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y = New Student Interest

a = Constant

$\beta_1, \beta_2$  = Regression coefficient

X1 = Quality of Academic Service

X2 = infrastructure

X3 = Promotion

e = Error ( error rate )

## RESULTS AND DISCUSSION

### A. Results

Reliability test results can be seen in table 1.

**Table 1**  
**Test Results Reliabilitas**

Variable	Alpha Cronbach	Information
Quality of academic service (X1)	0.8947	Reliable
Infrastructure (X2)	0.8263	Reliable
promotion (X3)	0.8771	Reliable
New Student Interest (Y)	0.7355	Reliable

Source: Primary data processed, 2020.

Based on the table above, it can be concluded that all instruments are declared reliable, because the Cronbach alpha value is greater than 0.60. which means that further analysis can be done.

Based on multiple linear regression analysis with SPSS statistical tools, the following results were obtained:

**Table 2**  
**Recapitulation of Multiple Linear Regression Analysis**

Variabel Bebas	Koefisien Regresi	t hitung	Probabilitas (Sig.t)
Kualitas pelayanan akademik	0.378	4,630	0,000
Sarana prasarana	0.442	6,520	0,000
Motivasi	0.158	1,338	0,000
Konstanta	7.580		
F hitung	17.275		
Adjusted R2	0.475		
R Square	0.504		
R	0.710		
Variabel Terikat (Y) Minat siswa baru			

Sumber: Data primer diolah, 2020

Based on table 2, the following equation can be made :

$$Y = 7,580 + 0.378 + 0.442 + 0.158$$

a. A constant ( $\alpha$ ) of 7,580 indicates that the amount of interest in new students , if there is no influence from the variables of quality of academic services ( ), infrastructure ( ) and promotion ( ) or it can be said that if the independent variable is zero then the amount of performance is according to the constant value, namely 7,580.

b. The magnitude of the coefficient of determination = 0.475 and after adjusted be adjusted R-square of 0504 showed that the quality of academic services , infrastructure , and promotion provide the contribution of 47.5% against the interest of new students . Based on the results of calculations using the equations of regression linear multiple at the top can be seen the three variables smoking has an influence on the new student interest .

c. Classic assumption test

The multicollinearity test aims to determine the perfect relationship between the independent variables and regression. Can be seen in table 3.

**Table 3**  
**Multicollinearity Test**

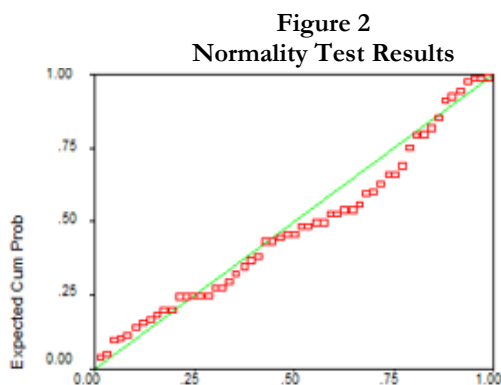
No.	Independent Variable	Tolerance	VIF value
1	Quality of academic service (X1)	0.921	1,085

2	Means infrastructure (X2)	0860	1,162
3	Promotion (X3)	0.913	1,095

Source : SPSS Analysis Output Data

Based on table 3, the results of the variance inflation factor are more than 1.0. case this indicates that the variable is free in the study is free of assumptions classik multicollinearity .

The next assumption test is the normality test, this test aims to see the results of the regression model, the independent and dependent variables, both of which are normally distributed. Normality of data in penlitian seen by way of attention to points on the normal P-Plot of Regression Standardized Residual of variables bound . If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model fulfills the normality assumption presented in Figure 2.



Source : Processed SPSS Output

Based on Figure 2, the results of the data distribution are in the area around the diagonal line so that a conclusion can be drawn that all data in this study are normally distributed.

### 3) Hypothesis Test (F-Test)

To find out whether the above summary model is true or false, it is necessary to test the hypothesis (F-test). Test the hypothesis using the figure F as shown in the table results from SPSS below it .

Basis for decision making :

- a) If F count > F table, then H0 is rejected and H1 is accepted
- b) If F count < F table, then H0 is accepted and H1 is rejected .

**Table 4 Anova**  
ANOVA<sup>h</sup>

Model	Sum of Square	Df	Mean Square	F	Sig
1 Regression	439.988	3	146.663	17.275	.000
Residual	432.994	51	8.490		
Total	872.982	54			

Sumber data Primer diolah 2020.

Based on the results of the ANOVA in the table on the results of the analysis of data, can be seen that the quality of academic services (X1), facilities and infrastructure (X2) and promotion ririskiky a jointly influence to interest new students , ( Significant positive  $\alpha$  0.000%) with a value of F = 17 275 meaning that if the value of F analysis in compare with F table = 3.16, it will be seen that the F analysis of 17 275 > 3.16 F table , or can be stated that the value of the probability sigifkan  $\alpha$  of 0.05. With so Ho rejected and Ha accepted . This means that hypothesis I can be accepted or tested at the real level  $\alpha$  = 0.05.

Testing the hypothesis II dilakukan with t test aims to determine in partial influence variable free of the variables bound by way of comparing the value of t the results of the analysis with t table at the level of real  $\alpha$  0:05, hypothesis both in research have stated that the facilities and infrastructure (X2) has the effect of dominant towards the interest of new students . The results of the analysis using the t test can be presented in the form of Table 5.

**Table 5**  
Table of Data Analysis Results for the t test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	7.580	6.931		1.094	.279
X1 - Kualitas Pelayanan	.398	.086	.476	4.630	.000
X2 - Sarana Prasarana	.520	.080	.693	6.520	.000
X3 - Promosi	.128	.096	.138	1.336	.187

a. Dependent Variabel: Y – Minat Siswa Baru

Based on results of the research can be known variable facilities and infrastructure (X2) is a variable -free that have the effect of dominant compared with the variable other his . It is known as the variable of motivation has a value of coefficient beta highest ie by 0520 or 52%.

## Discussion

The results of the research analysis suggest that:

1. Infrastructure has the highest value, which means that the interest of new students is strongly influenced by the idea that buildings are both aesthetically pleasing and modern, the availability of books in libraries, sports fields, good places of worship and other supporting facilities that are visible to the eye.
2. The quality of academic services has the second highest value after infrastructure. This is in line with research conducted by Mastuti if the school is able to add *Respect for students* ( care for students ) , Teacher's knowledge ( teacher knowledge ) , knowledge or knowledge that the teacher understands to be conveyed to students , *School physical environment* ( the physical environment of the school or institution). education ) , if these three points are owned by the school, it will produce good outcomes in accordance with community expectations.
3. Promotion gets the smallest value which means that it needs to be improved and make a lot of innovation in running promotions through radio media, banners, social media (youtube, Instagram, WhatsApp) so that it can convey information on all the uniqueness and advantages of MBI with other schools or madrasas.

## CONCLUSION

Research is a research explanatory that aims to explain the effect of the variable quality of academic services, infrastructure, and promotion , to interest new students MBI are simultaneous (Test F) and is partially (t test). With multiple Linear Regression technique at a significant level of 0.05. the results of the study showed that : There is influence that significantly between the quality of academic services, infrastructure, and promotion of the new student interest MBI. All three (3) Variable research that analyzed that the variable facilities and infrastructure of the most dominant influence the interest of new students .

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