



THE EFFECT OF DYNAMIC CAPABILITY AND QUALITY OF EDUCATION SERVICES ON PARENTS' INTEREST IN CHILDREN'S SCHOOL SELECTION

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ABSTRACT

This study aims to determine whether the dynamic capability and quality of education services affect the public interest. 62 respondents were used as samples in this study, namely parents of Madrasah Ibtidaiyah DDI 373 Paredeang students. The data collection technique was carried out by distributing questionnaires to the research sample. The analysis t-test is used to test this study. The results of this study indicate that (1) Dynamic Capability has a significant effect on public interest. (2) The quality of education services has a significant effect on public interest. And the F-test analysis is used to test the dynamic capability and quality of education services. The results of this study indicate that dynamic capability and quality of education services simultaneously have a significant effect on community interest in Madrasah Ibtidaiyah DDI 373 Paredeang, Polewali Mandar Regency, West Sulawesi.

INTRODUCTION

Education is a very important basic need for humans, without education the wheel of life will not develop, because education is one of the foundations in the progress of a nation, the better the quality of education held by a nation, the better the quality of the nation.

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For efforts to build a good nation, education has an important role as a forum for forming intelligent young people (mental abilities that involve rational thought processes) to form character, of course, very appropriate for growth and development.

School is an institution established to achieve education, to achieve this goal each school has its vision and mission. One of the things that can be done to achieve the vision and mission is of course to involve various related parties in managing and developing the right strategy. One strategy that can be used by schools in achieving the vision and mission is dynamic capability. The application of dynamic capabilities to the quality of education services on community interest in Madrasah Ibtidayah DDI 373 Paredeang is expected to have a good impact on the development of the quality of education in madrasahs. The elements of dynamic capabilities are very relevant as a support for the quality of education to achieve competitive advantage over time and be able to survive in unstable conditions. Dynamic capabilities have an important role in achieving the goals of the vision and mission and goals in a school institution. Certain patterns of plans and tactics can attract community or parental decisions to send their children to these school institutions.

Improving the quality and quality of education which will have an impact on the stability of education and social welfare. Education is a forum for forming humans to be intelligent, have abilities or skills, and have a good attitude to life, so they can get along well in society (Zamzami, 2020). Education is an investment that provides social and personal benefits that makes the nation dignified, as well as individuals with degrees. In addition, in line with the aim of dynamic capabilities, namely increasing the adaptability of organizations to the dynamics of their external environment, this research focuses on the process of adaptation and adaptation of organizations to the external environment, not changes caused by internal factors. Therefore, this study also uses a change management perspective.

Ideally, education should produce quality education that is ready to provide educational services. The proper implementation of the dynamic capabilities of school education will trigger the growth and development of education in an educational institution. In the end, the results of education in the form of human resources can be used for the needs of society and within the field of education itself.

Educational institutions are understood as production organization that produces educational services purchased by consumers (Mundir, 2015). Producers

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who are unable to market their products or it can be said that educational services whose quality cannot satisfy consumers. This has an impact on the production of services offered that are not selling well or are not in demand. Based on this explanation, educational institutions can be interpreted as an institution engaged in education whose activities serve consumers in the form of students, university students, and the general public who are known as stakeholders. Dynamic capabilities involve adaptation and change as an organization builds, integrates, or reconfigures other resources and capabilities.

Interest is a feeling of preference and a sense of interest in something or activity, without being told. Interest is the acceptance of a relationship between oneself and something outside oneself. Interest in choosing a school is influenced by internal factors, namely factors that come from within the students themselves, these internal factors consist of: (1) Physical factors (health and disabilities). (2) Psychological factors (attention, aptitude, motives or goals, and readiness). (3) Fatigue factor (physical fatigue and spiritual fatigue).

One way to increase the number of students in educational institutions is to provide a good image for educational institutions by developing various dynamic capabilities so that customers are interested in using the services of these institutions. As a form of accountability for education, schools must make every effort to manage and improve the quality of their education so that what is promoted can be accounted for. That's because marketing requires them to analyze intra and extracurricular activities, educational facilities, and teaching and learning atmosphere so that their activities are always focused on improving the quality of education. The strategies provided either through brochures, placing advertisements in print and electronic media, and placing billboards with various jargon that promise such things are all aimed at seizing consumers from their competitors. Selection of the right dynamic capabilities in the field of education will certainly have a positive impact on the progress of educational institutions.

Winkel (in Pratiwi 2015) interest is a tendency that persists in the subject to feel interested in a certain field and feels happy to be involved in it. Interest comes from within a person and people will do something if they have an interest or interest first. However, if there is no interest, they will carry out these activities compulsorily or may eliminate the interest that already exists in them when they do not find satisfaction from the activities carried out.

An educational institution must try to achieve excellence, provide good quality and produce quality graduates. The better the quality of education provided, the more interested people will take advantage of the services provided. Madrasah Ibtidaiyah DDI 373 Paredeang, Polewali Mandar Regency, South Sulawesi is part of the government's partner to advance education in Indonesia. In summary Madrasah Ibtidaiyah DDI 373 Paredeang is an organizational structure or educational institution that is under the auspices of the Ministry of Religion of the Republic of Indonesia. The curriculum used at the school is K13 with the application of methods that are following the K13 curriculum directions, the inquiry method is one of the methods most often used to increase student activity in learning. Even though there are many Islamic-based schools from every village in Polewali Mandar, the graph of student enrollment at Madrasah Ibtidaiyah DDI 373 Paredeang has increased every year. The availability of various facilities which are very adequate and support the convenience of students to access schools such as school bus facilities, many extra-curricular activities such as scouts, PMR, and sports teams that have been trained and often win every competition activity, especially at the sub-district level.

The amount of competition between schools in Polewali Mandar is certainly a polemic for each school in attracting public or consumer interest to trust and make choices in that school. This is of course used as an impetus for every school in improving quality and quality so that the existence of schools can be maintained.

One of the schools that have become a strong competitor in Madrasah Ibtidaiyah DDI 373 Paredeang is SDN 065 Kurma. SDN 065 Kurma apart from being close to Madrasah Ibtidaiyah DDI 373 Paredeang, SDN 065 Kurma is also a school that has a high level of infrastructure and is active in intellectual development programs for students, but Madrasah Ibtidaiyah DDI 373 Paredeang has its advantages. in the religious field. This can be a reference for the public or consumers in making choices.

Madrasah Ibtidaiyah DDI 373 Paredeang is a school with a good existence seen from the increasing number of students each year. of course, this is not spared from the efforts made by Madrasah Ibtidaiyah DDI 373 Paredeang in improving performance with the aim that consumers or the public will be more satisfied with the performance results provided by Madrasah Ibtidaiyah DDI 373 Paredeang. In addition, Madrasah Ibtidaiyah DDI 373 Paredeang was established to educate students to master science with morality. This goal will of course give birth to students who are not only intelligent in science but also become good and religious

individuals.

Qualifications for the development of the number of students at Madrasah Ibtidaiyah DDI 373 Paredeang for the last three years can be seen in diagram 1:

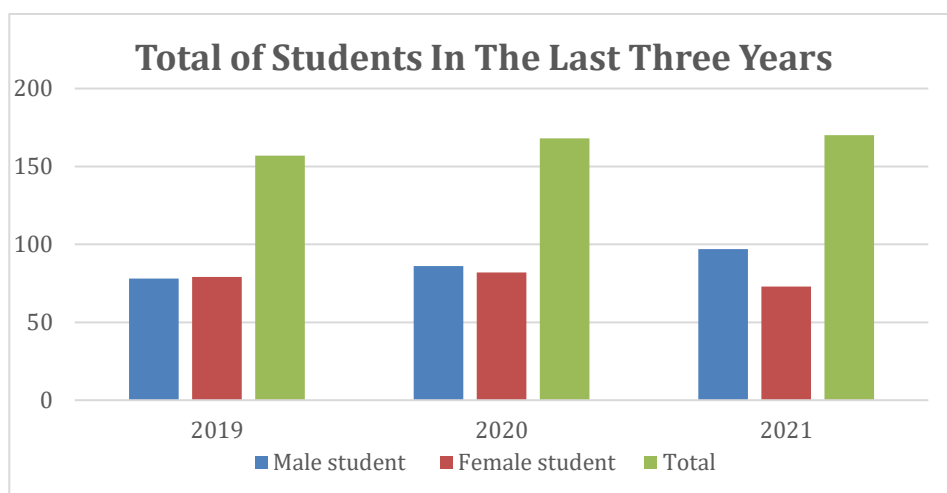


Diagram 1 Total of students in the last three years

Various facilities in the form of supporting facilities and infrastructure, strategic locations, and extracurricular activities that can support students' talents and interests, are reasons for parents to choose Madrasah Ibtidaiyah DDI 373 Paredeang as a formal educational institution that is appropriate for sending their children to school. Nevertheless, quality educational institutions are inseparable from the capabilities and quality of education they have, so this study aims to see how much influence the dynamic capabilities and quality of education of Madrasah Ibtidaiyah DDI 373 Paredeang have on people's interest in sending their children to Madrasah Ibtidaiyah DDI 373 Paredeang, Polewali Mandar Regency in the academic year 2021/2022.

METHOD

The population in this study were the parents of MI DDI 373 Paredeang students, totaling 170 people. The sample size in this study was determined by Slovin who then obtained a sample of 62 people with a margin of error. The sample selection method in this study was carried out using accidental sampling, namely sampling in the population by taking respondents who happened to be available or available somewhere according to the research context (Sugiyono, 2014). The data obtained will be tested quantitatively.

RESULTS AND DISCUSSION

The research was conducted in the community around Madrasah Ibtidaiyah DDI 373 Paredeang, Polewali Mandar Regency, West Sulawesi Province. Based on the data obtained after being analyzed, the characteristics of the respondents who were the source of the data in this study were 62 respondents who were parents/guardians of MI DDI 373 Paredeang students, of which 24 respondents were male with a percentage of 38.7% and 38 female respondents or 61.3%.

Results

Normality test Kolmogorov-Smirnov it can be seen that the significant value is based on the Asymp sig, namely 0.200. thus, the data from this study are normally distributed because the significant value is greater than 0.05 so that the data can be used in the next test.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		62
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	1.62188964
Most Extreme Differences	Absolute	.072
	Positive	.036
	Negative	-.072
Test Statistics		.072
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Table 1 Normality Test

The tool used in testing this hypothesis is multiple linear regression analysis. This analysis is used to measure the strength of the relationship between the independent variables and the dependent variable, as well as to indicate the direction of the relationship between these variables. This analysis will form an equation whose results can be explained in the table below:

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	- .600	2.673		-.225	.823
	Dynamic Capability	.309	.103	.259	2.997	.004
	Quality of Education services	.773	.100	.667	7.727	.000
a. Dependent Variable: Interests of the						

Table 2 Multiple Linear Regression Test Results

The regression coefficient value of the dynamic capability variable is positive, so it can be concluded that there is a relationship between dynamic capability and community interest. The higher the dynamic capability, the better the level of community interest, while the value of the regression coefficient of the variable quality of education services is positive, which means that there is a relationship between the quality of education services and community interest. The higher the quality of education services, the better the level of community interest.

Based on the test results on the dynamic capability variable (X1), the resulting t-value of 2,997 is greater than the t-table of 1,671 and the resulting significant value of sig.0,000 is smaller than the probability value, namely sig 0.05 so it can be concluded that there is a positive influence on the dynamic capability variable on community interest in Madrasah Ibtidaiyah DDI 373 Paredeang, then H1 is accepted while H0 is rejected.

In the variable quality of education (X2) the resulting t value of 7,727 is greater than the t-table of 1,671 and the resulting significant value is sig. 0.000 is smaller than the probability value, which is sig 0.05 so it can be concluded that there is a positive influence on the variable quality of education services on community interest in Madrasah Ibtidaiyah DDI 373 Paredeang, then H 2 is accepted.

DISCUSSIONS

While Polewali Mandar Regency: The dynamics in the organization, especially related to changes in the business environment and the level of competition, demand a change in strategy so that the organization can have a sustainable competitive advantage. Dynamic marketing capability is an important concept in marketing management that can

produce sustainable competitive advantage which will ultimately achieve superior company performance and become a superior organization in its class.

Dynamic capability is an organization's ability to gather and build organizational capabilities on internal and external sources to adapt to environmental changes, by turning resources into superior products. Based on multiple linear analyses it can be seen that the Dynamic Capability variable (X1) has a significant influence on the Public Interest variable (Y). After conducting the t-test, the results show that part there is a significant effect of dynamic capability on community interest in Madrasah Ibtidayah DDI 373 Paredeang, Polewali Mandar Regency. In other words, H1 is accepted. Therefore, Madrasah Ibtidayah DDI 373 Paredeang already has a good strategy in the eyes of the community, this is because Madrasahs always perform well and help the community by sending their children to Madrasah Ibtidayah DDI 373 Paredeang. It can also refer to research (Kristinawati, 2018) which succeeded in finding a conceptual building model of dynamic capabilities, although the results of research from Soeparto, (2017) found that only a few indicators of dynamic capability variables became core indicators of firm survival.

The Influence of the Quality of Education Services on Community Interests in Madrasah Ibtidayah DDI 373 Paredeang, Polewali Mandar Regency: in the world of education, the notion of quality of education according to the Ministry of National Education (2001) can be formulated through learning outcomes of scholastic subjects which can be measured quantitatively, and qualitative observations, especially in the field -the field of social knowledge. After conducting the t-test, the results show that part there is a significant effect of the quality of education services on community interest in Madrasah Ibtidayah DDI 373 Paredeang. In other words, H2 is accepted. This is reinforced by Lathipah's research (2017) which says that service quality has a positive and significant effect on people's interest in housing their children. In line with the behavioral theory that produces are actions, processes, and social relations carried out by individuals, groups, and organizations in obtaining, and using a product or other as a result of their experiences with products, services, and other sources. (Rahayu, 2017).

CONCLUSIONS AND SUGGESTIONS

Conclusions

This study aims to determine the effect of dynamic capability and quality of education services on community interest in Madrasah Ibtidayah DDI 373 Paredeang.

Based on the results of the study it can be concluded that (1) Dynamic Capability influences people's interest in choosing madrasah Ibtidayah DDI 373 Paredeang, Polewali Mandar district. This explains that if madrasahs can carry out dynamic capabilities well, it will be able to increase public interest in sending their children to Madrasah Ibtidayah DDI 373 Paredeang, Polewali Mandar Regency. (2) The quality of education services has a positive and significant effect on community interest in Madrasah Ibtidayah DDI 373 Paredeang, Polewali Mandar district. The better the quality of education provided, the more public interest will increase. (3) Dynamic capability and quality of education services together have a significant effect on community interest in Madrasah Ibtidayah DDI 373 Paredeang, Polewali Mandar district. The better the dynamic capabilities and quality of education carried out, the public's interest will increase.

Suggestions

Based on the findings and conclusions regarding dynamic capabilities and the quality of educational services that have been carried out at Madrasah Ibtidayah DDI 37 Paredeang in increasing community interest in sending their children to school, there are several suggestions from researchers, namely: Schools should have human resources that specifically control

- 1) Activities and school public relations to manage issues related to "student/community interest," to be able to run dynamic capabilities more optimally so that they can operate every promotional media used to keep activating and continuing to update information about school activities, as well as other goals for creativity and innovation on the theme of capabilities, can develop properly.
- 2) Schools must further improve their dynamic capability so that the community is more interested in sending their children to the DDI 373 Paredeang primary school.
- 3) MI DDI 373 Paredeang school must always innovate educational programs according to the needs and desires of the community.
- 4) MI DDI 373 Paredeang School must always maintain communication and collaboration and always create cohesiveness with various parties both internally and externally because good cooperation can contribute as a form of school development, thus school programs can be communicated properly.
- 5) MI DDI 373 Paredeang School must always provide good performance and maintain the quality of education both in the academic, non-academic, and religious fields so that people continue to believe in education at school.

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