

Building Customer Loyalty and Analysis Competitor in Islamic Education Institutions

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ABSTRACT. *This study aims to determine building customer loyalty and analyze competitors in Islamic Education Institutions. The research method uses a qualitative approach, namely, library research. The data analysis technique is descriptive. Building customer loyalty in Islamic educational institutions is done with several marketing strategies including establishing relationships with various components such as the community and so on, providing customer satisfaction by offering varied programs and facilities, and providing guarantees if customers are not satisfied with the services and quality that have been provided. Analysis of marketing competitors that often occur in Islamic Education Institutions includes products, marketing, prices, and cooperation networks so that they must be able to maintain quality by using various methods, one of which is creating brand awareness to create attractiveness.*

Keywords: *Loyalty, Customers, Competitors, Islamic Education Institutions*

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PENDAHULUAN

Education is a service product is something that is intangible but can meet consumer needs that are processed using or not using the help of physical products, where the process that occurs is an interaction between the service provider and the user. The process occurs in the interaction between service providers and service users that does not result in a transfer of rights or ownership. Islamic educational institutions, whether schools or universities are service providers that must be oriented toward customer satisfaction. In addition, it is also necessary to pay attention to the shift in the concept of 'customer benefits' towards the 'value' of the services provided. Expensive schools are not a problem as long as the benefits felt by students exceed the costs incurred. Vice versa, a cheap educational institution is not a guarantee that it will be invaded by prospective students and students if it is felt that the value is low. In addition, Islamic Education Institutions are required to maintain quality in terms of service and quality in it. The application of the concept of external efficiency in general to Islamic educational institutions is not only focused on the quality and quality of teachers as educators who produce graduates but must serve consumers (the general public and students) well (Riinawati, 2020).

Based on research conducted by Syamsul Arifin, explains that the purpose of marketing Islamic education is not to seek profit but to provide customer satisfaction which requires a special strategy to carry it out. Islamic educational institutions must provide the best value to customers (Syamsul Arifin, 2020). According to Halim, the main objectives of marketing are productivity and customer satisfaction. Productivity is the best comparison between the results obtained (output) and the resources used (input) and is expressed in quantity and quality. The

output quantity is the number of graduates, and the input quantity is the number of school laboratories, rivers, and remaining resources (money, equipment, and so on) (Halim, 2020).

The quantity of students is also a pull factor for the productivity of the Islamic education institution itself. If the quantity or amount of input in the form of the number of professional school workers, resources in the form of money, equipment, supplies, materials, and so on is adequate, while the quantity of output in the form of the number of qualified graduates and the number of students entering the Islamic Education Institution in each new school year is greater than the previous year, it shows that the Islamic education institution can provide satisfaction to customers to erode the competition that occurs (Abbas Hidayat et.al, 2022). However, in reality, there is still a lot of high competition in the marketing of Islamic educational institutions as evidenced by a large number of service offerings, the increasing demands of customers or students, especially on the quality of costs, advances in communication technology, information, computers, and so on (Hawi, 2017).

Islamic Education Institutions are required to maintain quality in terms of service and quality in it. The application of the concept of external efficiency in general to Islamic educational institutions is not only focused on the quality and quality of teachers as educators who produce graduates but must serve consumers (the general public and students) well. (Indriyenni, 2017) This is because Islamic educational institutions are production organizations that produce educational services purchased by consumers. The main consumers are students, guardians, and other related parties. If producers are unable to market their products, in this case, educational services, because the quality is not liked by consumers, does not provide added value for individual personal improvement, or unsatisfactory service, then the service products offered will not sell. As a result, the school will retreat, there will be no enthusiasts, and eventually, the school will be closed. If the school is closed due to the incompetence of its managers, it will cause a disaster in the community. (Munir, 2018)

Islamic educational institutions must provide good value and quality services, more affordable prices, adequate facilities, and better services than their competitors in delivering educational services to consumers. To do so requires a marketing strategy. (Munir, 2018) This research discusses the marketing strategy of Islamic educational institutions in building customer loyalty in the face of competitors to maintain institutional services and products.

METHOD

This research uses a qualitative approach to data collection using analysis. The data analysis technique uses descriptive, namely interpreting what exists, the opinions of experts, and so on. The type of research is library research, namely research using literature in the form of books, notes, scientific papers, and others as data sources.

RESULT AND DISCUSSION

Islamic Education Institution

Etymologically, institution means the origin of something or reference to something in the form of organizations and bodies that aim to provide human needs. According to terminology, institutions are norms for achieving a goal or activity that is considered important by society or formally, a set of habits and procedures that revolve around a basic human activity (Tejo Waskito, 2020)

Umar Muhammad Al-Thoumy al-Syaibany said that Islamic Education is the process of changing the behavior of individual learners in individual life, society, and the natural world. While Hasan Langgulung argues that Islamic education is a process of preparing the younger

generation to fill the role and transforming knowledge and Islamic values tailored to human functions to do good in the world and produce results in the hereafter.

Islamic educational institutions are places where educational activities take place that aims to change individual behavior towards a better direction based on Islamic values. (Akhsanul Huda, 2020) The purpose of the Islamic Education Institution is to increase the faith, appreciation, knowledge, and experience of students about Islam to become Muslims who believe and are devoted to Allah Swt. so that he has noble character in their personal life, society, nation, and state. The Islamic education institutions in Indonesia are divided into two parts, among others (Taofik, 2020).

Formal Islamic Education Institutions

Institutions that are organized formally, structured, and tiered, where the institution is divided into basic education (Integrated Islamic Kindergarten, Raudhatul Athfal, Madrasah Ibtidaiyah, Integrated Islamic Elementary School), secondary education (Integrated Islamic Junior High School Madrasah Tsanawiyah, Integrated Senior High School, Integrated Islamic Vocational High School, and Madrasah Aliyah) and higher education (Islamic University/Institute).

The characteristics of formal Islamic educational institutions are implemented in separate classes based on their respective levels, there is an entry-age requirement, has a learning period, the learning process is organized systematically and structured, learning materials are prepared by the curriculum which is elaborated in the form of a syllabus and lesson plans (lesson plans), the subject matter is academically intellectual and continuous, the existence of report cards (learning outcome reports), learning evaluations, and diplomas and the school has an education budget that is designed within a certain period (Taofik, 2020).

Non-Formal Islamic Education Institutions

Non-formal Islamic education institutions are educational pathways whose purpose is to replace, supplement, and complement formal education (Muallimin, 2017). This education can be organized by special institutions appointed by the government based on national education standards which include training institutions, study groups, community activity centers, majlis ta'lim, daycare, and tutoring (Robiatul Awaliyah dan Hasan Baharun, 2018).

The development of Non-Formal Islamic education institutions is in line with the education units stipulated in the National Education System Law No. 20 of 2003 Article 26 paragraph 3 which reads: non-formal education includes life skills education, early childhood education, youth education, women's empowerment education, literacy education, skills education, and job training, equivalency education, and other education aimed at developing the abilities of students".

The National Accreditation Board for Early Childhood Education and Nonformal Education or BAN PAUD PNF explains that the characteristics of non-formal education institutions are as follows objectives, non-formal education institution units have short-term goals are skills that are taught more to functional abilities for the benefit of the current era and the future which is more about competence and does not emphasize the importance of diplomas, time the concept of learning in non-formal educational institutions is shorter learning time, learner requirements are set for each learning program tailored to needs, interests, and opportunities, the curriculum developed in PNF units is a curriculum centered on the interests and needs of students, the learning program is flexible so the size and type of activity program vary, the learning process is centered on students, the community environment, and institutions by the lives of students and society, learning outcomes are applied directly in life and work or community environments, and supervision is carried out by the implementation and guidance of the learner program democratically (Taofik, 2020).

Customer Loyalty in Islamic Education Institutions

Loyalty is a purchase response that can be revealed continuously by decision-makers by paying attention to one or more alternative brands from several products, while customers are people who use products that are directly or indirectly involved in the business (Mashuri, 2020). So it can be understood that customer loyalty is the impetus for a person's behavior to make repeated purchases.

The levels of customer loyalty include, cognitive loyalty which is the stage of direct or indirect knowledge of the brand, benefits, and continued consumers' direct or indirect knowledge of the brand, benefits, and continued purchase based on belief in the superiority offered. Affective loyalty, namely consumer attitudes towards the brand is the result of repeated confirmation of his expectations during the stage that takes place. Conative loyalty, which is a very strong buying intensity and has a high involvement which is a motivational drive. Action loyalty, attributing good additions to actions as well as the desire to overcome difficulties, such as actions action and the desire to overcome difficulties, such as action loyalty. In education marketing, it is very necessary to have a marketing mix in education.

The marketing mix in the context of education is a very important element and can be combined in such a way as to produce a marketing strategy that can be used to win the competition. A marketing mix is a tool for marketers consisting of various elements of a marketing program that need to be considered so that the implementation of the marketing strategy and positioning set can run successfully. The marketing mix consists of product, price, place, promotion, people, physical evidence, and process. The following is a description of the seven principles of the mix (Riinawati, 2020).

Product.

A product is anything that can be offered to the market to fulfill a want or need. In other words, a product is an entire object or process that provides a certain amount of value to consumers. In the context of educational services, products are services offered to customers in the form of reputation, prospects, and a variety of choices. Educational institutions that can win the competition for educational services are those that can offer a good reputation, prospects, quality of education, bright prospects, and opportunities for students to make the choices they want. Meanwhile, graduate competence is the qualification of the ability of graduates which includes attitudes, knowledge, and skills.

Price

Price is the amount of money that must be paid by consumers to get a product. Prices in the context of educational services are all costs incurred to obtain the educational services offered. The price element of education is considered regarding the pricing of tuition fees, building investments, laboratories, and others.

Place (Location)

Location means related to where the service company must be headquartered and carry out its activities. In the context of madrasah place education services is where the school is located. The location of the school is more or less the preference of potential customers in determining their choice. A strategic, convenient, and easy-to-reach location will be a special attraction.

Promotion

Promotion is an activity to communicate product sales in the market that is directly related to the community. The promotion aims to provide information and convince consumers of the benefits of the products produced. Promotional activities that can be carried out are by

advertising through TV, radio, newspapers, newsletters, and others. Sales promotion can also be done through educational exhibitions, educational and investment fairs, making direct contact with students, and also conducting community relations activities.

People

People in the context of education are the people involved in the process of delivering educational services such as administration, principals, teachers, and employees. These teaching and education resources are very important and even become the spearhead in the process of providing education services.

Physical Evidence

Physical evidence is the physical environment in which services are created and take place interacting with consumers. There are two types of physical evidence, namely, the first is the decisions made by the service provider regarding the design and layout of buildings such as class designs, school buildings, libraries, sports fields, and others. Second, supporting evidence is the added value that would not stand alone and has a very important role in the service process such as report cards, student records, and others.

Process

The process is a procedure or mechanism in a series of activities to deliver services from producers to consumers. In the context of educational services, the process is an educational process that supports the implementation of the teaching and learning process to form the desired product/graduate.

An Islamic education institution is an institution or place where the Islamic education process takes place which requires customer loyalty to have an adequate number of students to achieve the stated goals of Islamic education. In the Islamic context, there are four normative foundations of marketing, namely (Najib, 2012):

The Foundation of Tawhid

Tawhid is a full and pure belief in the oneness of God, which is the foundation of Tawhid is a philosophical foundation that is used as a foundation for Muslims in stepping and carrying out their life functions, one of which is the function of economic activity.

Foundation of Justice and Balance

Justice in the economy can provide benefits to all components and parties involved in economic endeavors. Balance relates to the obligation of the circulation of wealth to all members of society and prevents the concentration of the economy in just a handful of people.

The Foundation of Free Will

Free will is the potential to make varied choices. Human freedom is not limited, so humans have the freedom to determine which choices are wrong and right. Therefore, human freedom to carry out economic activities must be carried out in ways that are right, and fair, and bring benefits to the wider community based on the Quran and Sunnah.

Foundation of Responsibility

Responsibility is freedom because both are natural partners. The granting of all business freedoms carried out by humans cannot be separated from accountability for what has been done to God, self, society, and the surrounding environment. Based on the above foundation, there are several success factors in marketing a product including shidiq (true/honest), Amanah (credible), and fathanah (intelligent). As for some marketing strategies implemented in building customer loyalty, among others (Indriani et al., 2021):

Relationship Marketing

Relationship marketing is the process of establishing a relationship and communicating with consumers that aims to succeed a business in a company. In other words, a long-term partnership with customers is established continuously, therefore, alumni and the general public play an important role in an Islamic educational institution. Several ways are done in relationship marketing are the dissemination of information through print media in the form of newspapers, magazines, brochures, and so forth which aims to provide information about the positive image and introduction of Islamic educational institutions to bring up the loyalty of the community to entrust sons and daughters in the Islamic educational institutions. Public consultation activities to overcome problems that occur in the community such as juvenile delinquency, health, religion, and others by inviting experts such as education experts, doctors, and lecturers. Socialization to various regions, aiming to recognize the Islamic Education Institution to the community. Organizing a school bazaar at the end of the school year to show the works, achievements, and progress that have been achieved in the Islamic Education Institution as a medium of communication with the community (Indrioko, 2015).

Superior Customer Service

In increasing customer satisfaction, service providers can provide certain guarantees. Islamic educational institutions have a very wide opportunity for parents in cities and villages to send their children to schools, such as providing guarantees as programs in the school (full-day school and boarding school) and the ability of students to read the Koran and speak foreign languages (Samsirin, 2015).

Unconditional Guarantees/Extraordinary Guarantees.

Islamic educational institutions as service providers provide special guarantees to alleviate customer losses when customers are not satisfied with the services obtained. The guarantee provided is in the form of internal and external guarantees to provide opportunities and change an unsatisfied customer and become a satisfied customer with the needs that have been prepared.

Competitor Analysis in Islamic Education Institutions

Competitors are companies that offer similar products and services in the same market. Therefore, competitor analysis is a way to identify existing threats and opportunities from competitors to study strategies and problems that occur so that competitors' weaknesses and strengths can be identified (David W. Cravens, 2013). Competitor analysis also serves to evaluate the current competition and predict future competition. The challenge of educational institutions in the era of globalization is to face their strength or competitiveness in marketing, which is divided into three consisting of product competitiveness. Starting from the excellence of the brand either in the form of achievements or positive things owned by the Islamic Education Institution, Price competitiveness judging in terms of costs and facilities provided by the Islamic Education Institution, and marketing competitiveness. In conducting marketing, Islamic educational institutions carry out methods to attract consumers to buy goods that have been produced or leave their children at the Islamic Education Institution, sometimes causing competitiveness and network competitiveness (networking). This often occurs in marketing educational institutions, therefore, Islamic Education Institutions must carry out cooperation, coordination, community, institutions, and organizations within and outside the country in various fields to maintain their quality (Prihatta, 2018).

Competitive analysis is an attempt to identify threats, opportunities, or strategic problems that occur as a result of potential competitive changes, as well as competitors' strengths and weaknesses. Competitive analysis is a dynamic and ongoing activity that requires the coordination

of information. Businesses and business units can analyze competitors by using a competitor intelligence system. The things that are done in carrying out competitor analysis in Islamic educational institutions are as follows (Faiqoh, 2020):

Market Segmentation and Positioning

Market segmentation is dividing the market into groups of buyers distinguished by needs, characteristics, or behavior, who may need different products. Meanwhile, positioning is a real product characteristic and differentiation (differentiation) that makes it easy for consumers to distinguish service products between one institution and another.

Product Differentiation

Differentiating is an effective way of seeking market attention. Of the many educational institutions that exist, parents of students will find it difficult to choose their child's school because the attributes of interest between Islamic educational institutions are increasingly standardized. Islamic educational institutions should be able to emphasize differences from other schools in the form of attractive packagings, such as logos and slogans. Internet facilities may be standardized, but a guarantee of safe and clean internet will attract parents' attention. Differentiating easily can also be done through forms of physical appearance captured by the five senses that give a good impression, such as the wearing of attractive uniforms and clean school buildings. A differentiation strategy will uniquely position the organization to meet the special needs of customers.

Organizing

Wibowo argues that organizing is the responsibility of managers to design organizational structures and arrange the division of labor. This includes considering what tasks to do, who doeth emit, how tasks are grouped, who reports to whom, om, and where decisions are made. So, here a clear structure is needed so that there is no throwing responsibility in case of irregularities in the work. This organization is the process of dividing work into smaller tasks, assigning these tasks to people according to their abilities and allocating resources, and coordinating that to effectively achieve organizational goals.

Actuating

Actuating deals with the manager's function to carry out actions and carry out work that is treated to achieve the goals that the organization wants to achieve. Actuating is the implementation of what is planned in the planning function by utilizing the preparations that have been made in organizing. Regarding marketing implementation, planning a good strategy is only the first step totowarduccessful marketing. A brilliant marketing strategy is meaningless if the company fails to implement it properly. Marketing implementation is the process that turns strategies and plans into marketing actions intochieve strategic marketing objectives.

Controlling

Controlling is an activity to ensure that everything goes as it should and monitor organizational performance. Control comes from oneself which comes from tawhid and faith in Allah. A person who believes that Allah is watching over His servants, then he will act carefully. When alone, he believes that Allah, supervision will be more effective if the supervision system is also carried out from the outside. Control The control is done as early as possible to avoid protracted mistakes.

Supervision in Islamic teachings is at least divided into two important things the supervision system may consist of a supervisory mechanism from the leader relating to the completion of delegated tasks. Conformity between task completion and task planning. Good supervision is supervision that has been built in when developing a program. In preparing a

program, there must already be an element of control in it. The goal is for someone who does a job to feel that their work is considered by their superiors, not a job that is ignored or taken lightly. Therefore, the best supervision is supervision that is built from within the person being supervised and from a good supervisory system. The implementation of this control system is a corrective measure that can be used both in the short and long term. Even so, regular control and evaluation must be carried out so that mistakes that have been made by madrasah can be quickly corrected and further anticipation can be done quickly for the development of Islamic educational institutions.

Responding to this problem, Islamic Education Institutions must be able to maintain quality in terms of service and quality to produce a positive image for the community and not be rivaled by competitors in other institutions. The marketing strategy carried out in limiting competition in Islamic education institutions is as follows (Riinawati, 2020):

Building Brand Awareness

Brand awareness is one way that can be used by anyone including Islamic Education Institutions in increasing the marketability of their institutions. Islamic Education institutions that want to have a brand in the community do various ways to manage community expectations of the progress of students and provide tangible results of learning activities to build a good image in the community and be able to be considered as the school of choice for their children (Mashuri, 2020).

Building brand awareness in Islamic Education Institutions can be done through stages, namely first unaware of the brand, which is the stage of public unawareness and ignorance of the superiority of services owned by Islamic Education Institutions. Therefore, Islamic Education Institutions must improve the quality of output and outcome, so that in the end they can provide satisfaction to the community. In other words, the quality of graduates by itself can answer the stages of ignorance and public awareness of the superiority of the Islamic Education Institution. Second, brand recognition by providing education and socialization carried out by creating events, such as prospective student creativity competitions, seminars, social services, educational exhibitions, and national and international print media publications involving school names. Third, brand association Islamic educational institutions need to have a strong and unique character so that they can be remembered and have a positive impression while making the community determine it as the main choice in sending their children to school (Mundiri, 2016).

Building Perceived Quality of the Institutions

Perceived quality is the customer's assessment of the overall quality or superiority of a product or service related to what the customer expects. Assessment in this case relates to how to gain specific knowledge about events at a certain time, so perception occurs anytime and anywhere when a stimulus moves the senses. (Hidayah, 2011) Perceived quality can be divided into two types as follows (Zaiyad Rizqullah & Sulaiman, 2021).

Perceived Quality of Product

Perceived quality of a product is a perception of quality based on signs and characteristics of the quality of a product. Islamic Education Institutions must be able to provide quality to build good perceptions in terms of products and services to the community which begins with the formation of perceptions (the meaning of observations that begin with stimuli) and selection that leads to interpretation and closure.

Perceived Quality of Service

Perceived quality of services, namely the perception of quality based on the characteristics of the services offered by an institution, both profit, and non-profit institutions. Educational institutions do not pursue profit and on the one hand, are also required to provide good service.

Thus, the foundation of Islamic educational institutions in building service perceptions is different from companies that are based on material foundations through certain systems, procedures, and methods in the run (Muhammad Saleh, 2021).

CONCLUSION

Islamic Education Institution is a place in carrying out all educational activities that aim to form a generation that is knowledgeable, faithful, devoted, and carries out Islamic law. To get an adequate number of students, Islamic Education Institutions must build a positive image both in terms of quality services and matters relating to these institutions to generate loyalty from the community. The marketing strategy carried out is by establishing relationships with the community and others (relationship marketing), providing customer satisfaction by offering programs, and various facilities (superior customer service), and providing guarantees to customers who are not satisfied with the services provided (unconditional guarantees/ extraordinary guarantees).

In building customer loyalty, it is not uncommon to find many competitors in terms of products, prices, networks, and marketing between Islamic Education Institutions. To overcome this, the Islamic Education Institution carries out a marketing strategy in the form of building awareness by going through the stages of being Unaware of the brand (recognizing the advantages of all products both in terms of facilities, and programs offered related to the institution), brand recognition, (conducting education by creating various activities such as social services, exhibitions, bazaars, and so on to generate public attraction), and brand association (giving a positive impression of the advantages or things related to the uniqueness of the institution). After that, the perceived quality of the institution using the perceived quality of the product (giving perceptions about quality based on signs and characteristics of the quality of an Islamic Education Institution) and perceived quality of services (perception of quality both in terms of service characteristics and programs offered by an institution).

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