

Education Marketing Management: Strategy for Improving Customer Loyalty in Cilegon Private Vocational School

Faridhoh, Eneng Muslihah, Umi Kultsum, Agus Gunawan

Universitas Islam Negeri Sultan Maulana Hasanuddin Banten, Indonesia

e-mail: umi.fari18@gmail.com, e.muslihah01@gmail.com, encepemukadi@gmail.com, agusgunawan1405@gmail.com


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ABSTRACT. Educational institutions, especially private schools, are important for marketing in a professional manner, including applying the principles of educational marketing management or planning educational marketing strategies to meet the needs and desires of local, national and international communities. This study aims to determine the marketing of education at SMP Islam Al Azhar 27 and SMP YPWKS, customer loyalty in schools and its impact on increasing customer loyalty. This research uses a qualitative approach with the type of case study research. The results of the research are explaining that the marketing of education at SMP Islam Al Azhar 27 and SMP YPWKS has been carried out, as evidenced by the existence of cost planning activities, marketing strategies, organizing by the principal, implementation of marketing by all school members, school promotion activities, distribution of brochures. and regular supervision by the principal and committee. As well as targeting, positioning, differentiation, and marketing mix elements in their marketing strategy. The customer loyalty of SMP Islam Al Azhar 27 and SMP YPWKS has been good, as evidenced by customer satisfaction with school services and supporting school activities and also recommending schools to the community outside the school. Educational marketing management activities carried out by SMP Islam Al Azhar 27 and SMP YPWKS have a positive impact on increasing customer loyalty in schools. However, because marketing or promotional activities have not been maximal, schools have not attracted many new customers to the school.

Keywords: *Customers, Education, Loyalty, Management, Marketing, Strategy.*

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INTRODUCTION

Competition within educational institutions, especially at the junior secondary level, is prevalent in Indonesia, especially in the Banten region, especially in the City of Cilegon. This happens because more educational institutions in Cilegon City are established and offer various advantages of educational services to the community. So that this forces every educational institution to deal with other educational institutions in the arena of competition. Educational institutions generally want to be able to perform their best in order to attract education customers. Therefore, educational institutions can no longer be managed with the old paradigm and methods. Educational institutions need to be managed professionally by applying educational marketing management principles or planning educational marketing strategies.

Tjiptono (2014) states that every educational institution must have the ability to market its educational institutions so that human resources and quality in these educational institutions can develop and advance. Therefore, every educational institution needs a marketing strategy for

educational services so that schools are able to survive and grow. Educational institutions also need the marketing of educational services so that the type of education carried out can be known and understood by the community, especially education customers, and so that the existence of a managed school is not abandoned by the wider community and potential education customers (Luthfy, 2012; Anam, 2013; Wijaya, 2016; Elytasari, 2017; Sarifudin, & Maya, 2019).

Based on the results of preliminary research at SMP Islam Al Azhar 27 and SMP YPWKS, the researchers obtained information that the two schools have different advantages and characteristics in marketing and promotion to attract students interest and increase customer loyalty. The marketing and promotions are open house activities, parenting activities, and tabligh akbar activities. However, in reality the marketing activities carried out by SMP Islam Al Azhar 27 and SMP YPWKS seem less effective because these marketing activities have not been able to attract the interest of students and customers who attend activities such as open house, besides primary schools in Cilegon City have not fully receive information about SMP Islam Al Azhar 27 and SMP YPWKS, so that information related to education services and programs from schools has not been widely disseminated to the public and the public still thinks that private schools have higher education costs than public schools. Therefore, many students prefer public schools with clear images and services to expensive private schools. And the emergence of new educational institutions that have competitiveness including SMPIT Raudhatul Jannah, SMPIT Al Hanif, SMPIT Bina Insani and schools characterized by TI (Integrated Islam) that have advantages and provide excellent service both from facilities and infrastructure, high UN results, have achievements and good image known to the public.

Kotler and Fox in Wijaya (2016) have identified three important elements of marketing formulation, with the aim of ensuring that organizations play a role in the market in the most effective way. The three elements are: target market determination strategy, competitive market positioning strategy and marketing mix strategy. Marketing for educational institutions is absolutely necessary because educational institutions need to convince the public and customers of educational services (students, parents, and other related parties) that schools still have an existence, then the educational services that educational institutions carry out are relevant to the needs of educational service customers (Sari, et al, 2020). Educational service marketers also need to learn to improve customer satisfaction in education services (Khasanah, 2015; Liana, et al., 2016; Labaso, 2018). This can be a positive signal in improving the quality of education delivery. Schools need to get more mature input (potential students) to support the learning process and increase school competitiveness (Wijaya, 2016). Lupiyoadi and A Hamdani (2008) stated that customer satisfaction is one of the critical success factors in competition between educational institutions. If the school produces programs and provides the expected educational services, customers will be satisfied. But if the school produces programs and provides unqualified educational services, customers will leave school.

Seeing the current phenomenon, no matter how big an institution that operates in the service sector, if it is not introduced to the community, the educational institution will not develop. So that in order to achieve this goal, a good educational service marketing management is needed to attract students' interest in the coming school year and the formation of a positive image for the institution. Schools also at least prepare unusual educational service marketing strategies, one of which is to engage customers in the school and retain customers. One of the goals of maintaining the excellence of the school by maintaining customer satisfaction is evidenced by excellent service and clear activities that can be felt by education customers in marketing. So that customers who get excellent service from a school will feel satisfied and encourage customers to become loyal customers to the school.

Based on the description above, marketing is a very important thing that must be done by educational institutions, especially private schools, to maintain the existence of schools and increase the loyalty of educational customers. In previous studies, it was explained that schools

carried out marketing to improve educational services (Kuni, 2016). Schools carry out marketing strategies to improve the image of the school (Fradito, & Mulyadi, 2020). Whereas in this study the author will describe how educational marketing at SMP Islam Al Azhar 27 and SMP YPWKS Cilegon, about how customer loyalty, and the impact of educational marketing management carried out on increasing customer loyalty at SMP Islam Al Azhar 27 and SMP YPWKS Cilegon.

METHOD

This research uses a qualitative approach with the type of case study research. The location of this research is SMP Islam Al Azhar 27 and SMP YPWKS. This research was conducted at this location because the two schools have different advantages and characteristics in their educational service activities, SMP Islam Al Azhar 27 carries out its educational service activities related to religious activities and SMP YPWKS carries out its educational service activities in general. The duration of this study was conducted during October-December.

To obtain the data needed in this study, researchers conducted observations at the research location, interviews with the head of SMP Islam Al Azhar 27 and the head of SMP YPWKS, administrative staff, teachers, guardians of students and other parties who have a relationship or influence. with this research. Then the documentation is used to sharpen the research analysis conducted by researchers. All data sources obtained from the results of observations, interviews and documentation at SMP Islam Al Azhar 27 and SMP YPWKS will be analyzed using descriptive analysis techniques which aim to be able to find a proper and complete understanding in achieving the research objectives set by the researcher.

RESULT AND DISCUSSION

Result

Based on research conducted at SMP Islam Al Azhar 27 and SMP YPWKS, researchers found several explanations related to educational marketing management carried out by SMP Islam Al Azhar 27 and SMP YPWKS as well as school strategies in increasing customer loyalty, customer loyalty in these schools and the impact of marketing management. education on increasing customer loyalty.

1st Location: SMP Islam Al Azhar 27

Educational Marketing Management at Al Azhar Islamic Junior High School 27 Marketing management carried out by SMP Islam Al Azhar 27 is one strategy to increase customers in the school. Alma (2018) states that marketing activities in an institution must be coordinated and managed as well as possible. In line with Ben M. Enis' theory in Alma that marketing management is a process to increase the efficiency and effectiveness of marketing activities carried out by individuals or companies (Alma, 2018).

Planning; marketing at SMP Islam Al Azhar 27 is done by re-planning the marketing strategy. The first step taken is for the principal to hold a meeting with all management of educational foundations to determine student achievement and determine school registration fees. The second step, the principal holds a meeting with teachers and administrative staff to plan promotional strategies that will be carried out to achieve the desired target (results of the principal interview). In the next planning activity, the school determines market segmentation, which means identifying which people are able to enter Al Azhar 27 Islamic Junior High School and are able to take bilingual classes, targeting elementary schools that have the potential to enter Al Azhar 27 Islamic Junior High School, and positioning their schools in the community so they can shows the advantages of SMP Islam Al Azhar 27. As according to Wijaya (2016) the main objective in the education service market segmentation is to better serve education service customers and improve the competitive position of schools against competitors. In addition, SMP Islam Al Azhar 27

differentiates by informing that the services provided to stakeholders are very good. SMP Islam Al Azhar 27 also in its marketing efforts uses a strategy of marketing mix elements including school programs, school prices/fees, comfortable school places/locations, promotions, people involved in marketing such as teachers and students, school physical evidence includes its facilities and the alumni, the last is the process of the promotion and marketing activities.

Organizing; Organizing is the division of tasks to human resources, to organize activities systematically into a clear and efficient organization, so that it is clear who is responsible, to whom to be accounted for, how to coordinate within companies/institutions (Nugroho, 2017). In this organizing activity the head of SMP Islam Al Azhar 27 compiled the names of the committee for new student admissions to carry out the things that had been planned and gave assignments to teachers in schools as chairman of PMB, secretary, treasurer, publications, promotion, registration and executive departments. Test, each teacher who has been assigned by the principal carries out internal meetings and carries out tasks in accordance with their respective duties so that the predetermined targets can be achieved. As stated by Alma (2018), marketing managers must play an important role in company/institutional planning.

Actuating; according to Terry in Sukmadi (2017) implementation is to arouse and encourage all group members to be willing and try hard and sincerely in achieving goals in line with planning and organizational efforts from the leadership. Marketing at SMP Islam Al Azhar 27 was carried out by distributing brochures to potential elementary schools, announcing registration through social media and carrying out promotional activities by holding several program activities related to providing information and services to prospective new students such as holding competitions for elementary schools, open houses, and recitation jamiyah (results of interviews with the head of PMB).

The last activity is controlling; School leaders control and evaluate activities that have been carried out through weekly meetings, the result is that there are several obstacles in the implementation of marketing such as lack of time and energy in distributing brochures, lack of involving alumni, and implementation of educational services that are not yet optimal. School leaders in the evaluation stated their efforts to solve these problems, including determining a wider time scale, the school doing marketing starting from December, empowering alumni, and improving services and the image of the school in the community. According to Muhaimin (2015), there are three types of controls that schools can do in marketing, namely annual control plans, profitability controls, and marketing audits.

Customer Loyalty of SMP Islam Al Azhar 27

To create and increase customer loyalty, Al Azhar 27 Islamic Junior High School has several strategies to increase customer loyalty, the following are the things that were conveyed by the principal of Al Azhar 27 Islamic Middle School regarding the strategy to increase customer loyalty, namely (1) providing excellent service to customers between other; welcoming students' attendance, guiding discipleship activities, guiding worship activities, facilitating teaching and learning activities, (2) re-managing learning activities to reduce complaints from parents by minimizing empty hours, (3) increasing achievement in both academic and non-academic fields to students including teachers, (4) to open communication with the parents of students, including through the WhatsApp group and forge a strong synergy with the management of Jamiyyatul Walidin.

Customer loyalty at SMP Islam Al Azhar 27 is also created because it is influenced by several factors, namely; satisfaction with education services in schools, emotional ties with school members, trust in schools including administration, ease in carrying out correspondence administration and experience with educational institutions. From the results of the research, education customers/parents of students returned to send their children to the school. recommending SMP Islam Al Azhar 27 to the people of Cilegon-Serang and its surroundings, as

well as providing support for any activities carried out by the school, among these activities are ALEXACE, election of the student council president, caring for the environment, social service to the community.

Implications of Educational Marketing Management on Increasing Customer Loyalty

This educational marketing management has implications for customer loyalty, namely that customers already owned by SMP Islam Al Azhar 27 are increasingly loyal to schools including; Parents of students provide support for school activities. In addition, the parents are closer to the teachers of SMP Islam Al Azhar 27 which is implemented by the existence of bancakan activities in schools which are used to build kinship with the parents of students. However, in reality the school has not been able to get new students according to the target set by the school. This is known not because schools have not tried their best and have not been able to carry out marketing activities but because of the lack of time and energy to deliver school education services.

The services owned by SMP Islam Al Azhar 27 are said to be very good, but some school employees, both teachers and teachers of SMP Islam Al Azhar 27, have not maximally delivered their educational services to customers of educational services. And the parents' decision is still motivated by the mindset of free public schools and the economic factors of the Cilegon community, which are middle and high, which are classified as insufficient, many parents have not been able to send their children to SMP Islam Al Azhar 27.

Second Location: SMP YPWKS

Educational Marketing Management at SMP YPWKS, Alma (2018) states that marketing activities in an institution must be coordinated and managed as well as possible. In line with Ben M. Enis's theory in Alma that marketing management is a process to increase the efficiency and effectiveness of marketing activities carried out by individuals or companies (Alma, 2018).

Planning; SMP YPWKS marketing planning begins with the school leadership holding a coordination meeting with foundation management to determine the budget for the 2019-2020 school year, determining the PPDB committee SK, target acceptance of new students, and provisions in promotional activities related to PPDB acceptance (head interview results school). Furthermore, the principal held a coordination meeting at the beginning of the 2018-2019 academic years with the entire committee for admitting new students. In the meeting activities discussed the targets that must be achieved in the admission of new students in the 2019-2020 school year and things that must be prepared in PPDB such as; pamphlets, brochures, banners, and schools determine the PPDB target of 227 students, then promotional techniques to attract students such as open houses and room tours for grade 6 elementary school students (interview results of the PPDB chairman).

SMP YPWKS re-plans marketing and promotion strategies that will be carried out to achieve the desired targets, as well as determining market segmentation, namely identifying which people are able to enter SMP YPWKS, targeting potential elementary schools, and notifying the advantages and achievements of SMP YPWKS. In addition, SMP YPWKS made differentiation by informing school education services, as well as in its marketing efforts using a strategy of marketing mix elements such as products, prices, places, promotions, people, physical evidence, and processes that could be used as an effort for SMP YPWKS to attract public interest in schools.

Organizing; the organization at SMP YPWKS was carried out in the first semester of the 2018-2019 school years. The school principal chooses the names of teachers who will be used as PPDB committees and then submitted to the foundation and the foundation giving the PPDB committee decree to the school, only after that the committee prepares a plan for future marketing activities. The school principal assigns tasks to the PPDB committee including the PPDB

chairman, secretary, treasurer, student screening, registration, test administrators, promotions and data entry. In addition to the committee, teachers and school staff were also asked to help promote SMP YPWKS in elementary schools close to the area where they live (interview result of the school principal).

Actuating; The implementation of marketing at SMP YPWKS started from the reception of new students, then carried out promotions to elementary schools in Cilegon-Serang and its surroundings, made presentations to several elementary schools under the auspices of YPKS, put up banners at several points including; cibeber area, rawi stage, peacock, propellate, Cilegon police station. Organizing open house activities, room tours, parenting, distributing pamphlets (brochures) in the Cilegon-Serang area and its surroundings; providing good service to students and parents, such as communication between parents and teachers.

Controlling; the Principal of SMP YPWKS then conducts control and activity evaluation activities through meetings that are held every week or once a month. Among the controlling activities, namely checking the distribution of brochures, results from presentations to elementary schools, evaluation of open house activities. In this activity, it was known that there were still some obstacles such as insufficient time and energy so that brochures were not widely distributed in several elementary schools and presentations were not fully carried out in elementary schools under the auspices of YPKS, at open house activities there was a lot of enthusiasm from elementary school students. The school principal in this case provides motivation and input for the following year to further improve quality, and reminds the committee for admission of new students and teachers of SMP YPWKS Cilegon to provide maximum service to customers.

SMP YPWKS Customer Loyalty

Customer loyalty according to Gremler and Brown in Ali Hasan is a customer who not only repurchases an item or service, but also has a commitment and positive attitude towards service companies (Warnadi & Triyono, 2019). To create and increase customer loyalty, SMP YPWKS has several strategies to increase customer loyalty.

The following are the things conveyed by the principal of SMP YPWKS regarding strategies to increase customer loyalty (results of the principal's interview); Providing excellent service to customers in relation to academic and non-academic learning activities and administration at schools, providing after-sales service to students who have graduated even if they have graduated for a long time, providing child health insurance with a nominal value of 350 thousand per day, even though the child does not experience accident or illness at school, schools continue to provide health services by providing insurance, providing counseling services to students who have problems and academic and non-academic guidance.

Customer loyalty at SMP YPWKS is further influenced by several factors, including; satisfaction, namely the educational services received according to the expectations of education customers, emotional bonds, namely customers are interested in schools because of a good school brand, trust, namely education customers that they believe their children will be able to do academic and non-academic activities as well as worship activities, ease in managing correspondence administration and experience with companies that then bring back educational customers. From the results of the research, education customers/students of SMP YPWKS Cilegon said that after experiencing the comfort of the services received at the school there was an intention to recommend SMP YPWKS Cilegon to their younger siblings, and to other friends near home. Loyal customers will also refuse to consider offers from other schools.

Implications of Educational Marketing Management on Increasing Customer Loyalty

This educational marketing management has implications for customer loyalty, namely customers who already have SMP YPWKS are increasingly loyal to schools, including; Students who excel at school have a role in providing information to their friends and promoting activities

at school to their friends. Customer loyalty is also shown from alumni who provide support for school activities such as the Ramadhan Islamic boarding school event. In the end, the alumni took time to attend SMP YPWKS and other activities held by schools such as SMP YPWKS open houses, Art Performances and BUMS (Self-Owned Enterprises). However, because the delivery of information carried out by the school was not evenly distributed throughout the Cilegon City community and the management of education marketing was not implemented properly, this was not enough for schools to get new students according to the target set by the school. Most of the people of Cilegon choose public schools that are free and have connections to the next senior high school.

Discussion

Educational marketing management has 4 functions in its application, namely; planning, organizing, implementing and controlling or supervising Alma (2018). Based on the research results, SMP Islam Al Azhar 27 and SMP YPWKS have carried out the four functions of educational marketing management. In line with the results of Muadin's (2017) research, education marketing management must be implemented to create a quality culture in each segment and step, so that the products prepared are truly in accordance with the expectations and desires of the community so that they will lead to satisfaction according to the expectations of the community.

Table 1 Research Results on Educational Marketing Management

Marketing Management	SMP Islam Al Azhar 27	SMP YPWKS
Planning	Conducting meetings with the foundation, determining student achievement and determining school registration fees. Conducting meetings with teachers and administrative staff, planning promotional strategies, determining market segmentation, identifying people who are able to enter schools at SMP Islam Al Azhar 27 and are able to attend bilingual classes, targeting elementary schools that have the potential to enter SMP Islam Al Azhar 27, and positioning the school's presence in the community by demonstrating the superiority of SMP Islam Al Azhar 27.	Organizing coordination meetings with foundation administrators. Hold a coordination meeting at the beginning of the semester for the 2018-2019 school years with the entire committee for admission of new students. Determine student achievement targets, determine strategies and prepare tools for marketing and promotion, such as; pamphlets, brochures, banners, and determining promotional techniques to attract students such as open houses and room tours for 6th grade elementary school students.
Organizing	Principals compile the names of the committee for admission of new students to carry out the things that have been planned and assign tasks to teachers in schools as chairman of PMB, secretary, treasurer, publications, promotions, registration and test administrators.	The school principal chooses the names of the teachers who will serve as the PPDB committee. The school principal assigns tasks to the PPDB committee including the PPDB chairman, secretary, treasurer, student screening, registration, test administrators, promotions and data entry. Apart from the committee, teachers and school staff were also asked to help promote SMP YPWKS

Actuating	Distributing brochures to potential elementary schools, announcing registration through social media and carrying out promotional activities by holding several program activities related to providing information and services to prospective new students such as holding competitions for elementary schools, open house, and jamiiyah recitation.	in elementary schools close to the area where they live. Carry out pickets for the acceptance of new students. Conducted promotions to elementary schools in Cilegon-Serang and its surroundings, made presentations to several elementary schools under the auspices of YPKS, put up banners at several points including; Cibeber area, pmnggung rawi, peacock, propellate, Cilegon police station. Conducting open house activities, room tours, parenting, distributing pamphlets or brochures. Providing good service to students and parents, such as communication between parents and teachers.
Controlling	Controlling and evaluating activities through weekly meetings, the result is that there are several obstacles in the implementation of marketing such as lack of time and energy in distributing brochures, lack of involving alumni, and implementation of educational services that have not been maximal. School leaders in the evaluation stated their efforts to solve these problems, including determining a wider time scale, the school doing marketing starting from December, empowering alumni, and improving services and the image of the school in the community.	Conduct evaluation activities through meetings held every week or once a month. Checking the distribution of brochures, results from presentations to elementary schools, evaluation of open house activities. The obstacles faced in marketing activities were insufficient time and energy so that brochures were not widely distributed in several elementary schools and presentations were not fully carried out in elementary schools under the auspices of YPKS, at open house activities there was a lot of enthusiasm from elementary school students. The school principal provides motivation and input for the following year to further improve quality, and reminds him to provide maximum educational services.

In the table above, it is known that marketing management activities at SMP Islam Al Azhar 27 and SMP YPWKS started their education marketing management activities by holding meetings and planning marketing strategies and promotional strategies as well as readiness to carry out these promotions. Furthermore, the principal organizes the names of teachers who have been assigned tasks in school promotion activities and to carry out planned marketing activities. In Vironika's research (2017), organizing was carried out by forming a student admission committee and also introducing MIN Saren to the community.

During the marketing implementation, SMP Islam Al Azhar 27 and SMP YPWKS held an open house for elementary schools, distributed brochures and promotions to various elementary schools in Cilegon-Serang. This is in accordance with the results of Putri's (2016) research MI Nurul Islam Pongangan Gresik also carries out a marketing strategy by distributing brochures and

carrying out productive school activities. Marketing control activities carried out by SMP Islam Al Azhar 27 and SMP YPWKS are evaluating the implementation of marketing activities and school promotion activities that have not been maximized and the principal provides solutions for better marketing activities. In line with Vironika (2015), supervision carried out by MIN Saren in offering its programs is carried out by the principal after every marketing activity by providing advice and evaluation.

Through the marketing management activities implemented, it is hoped that schools can attract the interest of many educational customers and increase public interest in schools and increase customer loyalty. In fact, educational marketing management in both schools is implemented, but there are several factors that result in marketing management activities not being carried out optimally, including: some employees still do not understand the procedures for implementing education marketing management, some employees still rely on other employees because of the busyness of the teachers/employees with the respective administration and the time that is still not supported for wider promotion.

Customer loyalty to both schools can be seen from the satisfaction factor with service in the academic and non-academic fields as well as school facilities. In line with the results of Tjahjaningsih's research (2013), the higher the customer satisfaction, higher the level of customer loyalty. Emotional bonds between educational customers. Trust in schools, educational institutions will be created if a customer gives trust to the institution for the experience felt when using the services of the educational institution and also the trust of educational customers will be formed if the educational institution provides transparent services, namely honest in the form of rules, honest in the form of financing. The facilities provided by the school such as administration (correspondence), customers will feel satisfied and comfortable if the administration, both-payments, correspondence, or counseling, is easy for customers to get and experience with educational institutions will make education customers feel comfortable and at least will re-enroll in SMP Islam Al Azhar 27 and SMP YPWKS.

The existence of management in educational marketing and its strategy in increasing customer loyalty is that customers already owned by the school are increasingly loyal to the school, including; Education customers help recommend schools to the community, parents provide support for school activities, parents play a role in helping with finances and energy. Education customers retain their education in these schools even though many offer the same educational services. In addition, parents are closer to teachers by maintaining intense communication between schools and parents. In line with the results of Fradito's (2016) research, the impact of marketing strategies and their implications for SDI Surya Buana and MIN Malang 2 are; a) increased customer loyalty for education services, b) stronger community trust, c) support from the community, d) effective collaboration between schools and parents of students.

Educational marketing management is an important strategy in marketing and promotion activities of educational institutions to retain customers and increase public interest about these educational institutions, as well as adding new educational customers as targeted by schools. However, in reality, public schools still play an active role and become the main competitors with private schools such as SMP Islam Al Azhar 27 and SMP YPWKS, which have above average costs. Therefore, these educational institutions must be able to maximize promotional activities and re-manage their marketing implementation so that schools can continue to exist in the eyes of the community and become the school of choice even though the costs are high.

CONCLUSION

Based on the results of research conducted at SMP Islam Al Azhar 27 and SMP YPWKS. It can be concluded as follows: Education marketing at SMP Islam Al Azhar 27 and SMP YPWKS has been carried out such as planning, organizing, implementing and controlling, but the

implementation activities have not been maximally carried out because some of the committee are also busy with administrative activities and teaching activities respectively. respectively, and schools have not included stakeholders in planning school programs and school budgets.

Customer loyalty at SMP Islam Al Azhar 27 and SMP YPWKS has been good, shown by the satisfaction and trust of customers in school services. Take part in supporting school activities and also recommend the school to the outside community and promote the school through social media or social activities. Parents will also refuse to consider offers from other junior high schools. This happened to some of the education customers at SMP Islam Al Azhar 27 and SMP YPWKS. The education marketing management of SMP Islam Al Azhar 27 and SMP YPWKS has a positive impact on increasing the loyalty of education customers in these schools. However, because the delivery of educational services is not optimal, schools have not been able to attract a lot of interest from new prospective customers to schools. Parents also prefer public SMP over expensive private SMP.

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