



Parents' Motivation for Choosing a Faith-Based School at Al-Azhar Islamic Elementary School, Cirebon City

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Abstract

Basic education as the beginning of compulsory education implemented by the government has become a difficult choice for parents to choose elementary schools in the midst of the times. Some parents hope that their children have good abilities and morals. This study aims to determine the factors that influence the motivation of parents to choose Islamic elementary schools at SD al-Azhar, Cirebon City. The study population was the guardian parents of grade 1 students and the study sample numbered 40 people. The research method is a survey method using a questionnaire instrument. The analysis technique used is descriptive with a quantitative approach. The results showed that the average score of the questionnaire was 146. The motivation of parents to choose al-Azhar Islamic Elementary School for their children has a variety of factors including facilities, curriculum, services, location, portion of religious education, quality of educators (teachers), environment and family, achievements and success of alumni. The main most dominant factors are the profile of educators (teachers) and school facilities (facilities and infrastructure)..

Keywords: *Parental Motivation, Primary School, Islamic Education*

A. Introduction

The right of children to get an education has been regulated since the enactment of Law Number 23 of 2002. Furthermore, article 9 paragraph 1 means that all children are given the right to education with the aim of developing character and cognitive level based on interests and talents. On this basis, parents carry out the mandatory task of paying attention to children through education (Irawan, 2016). This gives rise to conditions for parents to be obliged to choose a place for children's education for basic education and skills in order to survive in the future.

The current condition in the field of education is experiencing a crisis of change due to the impact of changes against the backdrop of the times. The education sector is experiencing concerns about staying in the corridors with the aim of educating the nation's life or fulfilling the insistence of the global market. The changes taken will have several consequences for the decision-making options of education services. As in primary schools, where the decision of educational services has a correlation to the degree of parental service of the educational institution (Rahman, 2017). School institutions as a structure for providing education must contribute and help parents' problems to send their children to school in the midst of many changes that occur.

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The school is in a community whose existence aims to build the community in a better direction. Parents of one element of society also have a role for their children to participate in building something better through school obligations. The implementation of schools is required to produce education that is in accordance with the needs of the community. Social relations in schools can be relationships between students, between teachers and students, as well as between parents and schools.

Parents have their own motives in getting their children into formal educational institutions. This motive relates to the future of the child in preparation for adulthood. Formal education provides an avenue for the child to choose his future. The provision of knowledge and skills gained becomes capital to compete in the competition for life in an increasingly fierce world (Verdiani, 2016).

The majority of parents use rationality and school quality in deciding school choices. Parents certainly want to provide their children's education that has quality standards, this is because it concerns the future of their children. (Wardiyanti & Susila, 2016). An image is a very strong impression and is usually attached to a person, group or institution. The image of the school has to do with the impression given to a person when seeing or carrying it (Kadarisman & Saputra, 2015). This is also felt as a trigger for parents to place their children in basic Islamic education, especially in the city of Cirebon.

Today's society has experienced a shift in perceptions about education. Parents view education more as no longer a place to meet the needs of knowledge and insight for their children. However, today parents further view education as an investment in their children's future skills. Parents have more reasons to leave their children to go to school. Of these problems, it raises concerns for parents about the future of their children. Parents are worried that their children will be affected by negative cultures that are mushrooming among children and adolescents such as promiscuous sex, narcotics, liquor, pornography, and others (Dewi, 2015).

In schools the consumers are the parents of the students. A school certainly has loyalty that can be measured and then seen the results. This attitude of parental loyalty is the reason some schools have many prospective students interested in the new school year. Parents' loyalty attitudes and behaviors as a measure of their loyalty to the chosen school.

The attitude of parental loyalty can be measured through the degree of parental preference and differentiation towards school. The level of preference or also called parental predisposition is a measure of the confidence parents have in school. This attitude of preference can be seen through the way of choosing a school for their children, the belief that the school chosen is the best school, likes to give school recommendations to relatives or their families, and is not interested in registering their children in other schools. Meanwhile, the differentiation of parents towards the school is a perception of the chosen school. The measure of parental differentiation can be seen from the ability of parents to distinguish their chosen school from other schools. (Mardhiyah, 2015)

Factors that are considered by the community in the selection of schools in Integrated Islamic Elementary Schools are the portion of religious education, security, school achievement, learning approaches, and discipline (Verdiani, 2016). The results of the research conducted by Rahman assembled the factors that choose schools including: tangible, reliability, responsiveness, assurance, and empathy influencing the community in choosing SDIT. Tangible and assurance factors are the dominant factors in influencing people to choose schools (Rahman, 2017).

Basic education has a role to develop basic abilities, knowledge, and develop good attitudes in children. Basic education teaches basic skills such as reading, writing, arithmetic, and also how to behave socially. (Verdiani, 2016),

School institutions characterized by Islam that are able to respond and accommodate the needs of this community will definitely be the choice of this community. According to Maimun & Fitri (2010) there are increasing conditions in the factor of people's need for educational services as a high-quality lifestyle, thus showing that parents' expectations for quality education are classified as very high. Parents who want to instill Islamic religious values from an early age in their children, parents are motivated to choose the Integrated Islamic School as the right educational vehicle for their child. This happens because the Integrated Islamic School as one of the educations that instills general education, and also strengthens education in the field of religion (Kadarisman & Saputra, 2015).

SDIT provides excellence in science and noble character, a solution for busy parents, has a reliable marketing strategy, and has competitiveness with other excellent schools both public and private. (Asiah & Isnaen, 2018) . According to Muhaimin, the Integrated Islamic School was born because of the educational dichotomy in existing educational institutions (Muhaimin, Suti'ah, & Nur Ali, 2012). Malik Fadjar (1998) also explained that, Integrated Islamic Schools were born due to the failure of public and religious educational institutions that did not meet the expectations and needs of the Muslim community. The dominant factor of intrinsic motivation of parents according to Dewi (2015) is wanting their children to have a noble character with a percentage of 90%. Meanwhile, the dominant factor of parents' extrinsic motivation is the school order factor with a percentage of 76%. From this presentation, it is believed that the conditions that arise are very diverse so that they have many factors as a motive for parents to send their children to Islamic elementary schools.

The Integrated Islamic School is expected to realize an Islamic generation that is intelligent and has a noble character, and can make religious values as a foundation in applying science and skills. The results of Noorhaidi Hasan's research also prove that the number of integrated Islamic schools has shown an increase from year to year, in line with the increasing interest of the Islamic-oriented Muslim middle class (Hisyam, Nursaiful, & Sahrudi, 2012).

The results showed that the factors that significantly influence parents in making the decision to choose an Islamic primary school are the quality of teaching, religion, school image, and school fees. Other factors such as teacher quality, school location, school facilities, school environment, and school safety had no significant effect (Rosha, 2017). This indicates that currently parents are able to choose a school for their children.

Other results show that places, promotions, prices, buildings, and learning processes influence the decision to choose a school, while price and place factors partially do not affect the decision to choose a school. Among these variables, the promotion variable is the most dominant variable influencing the decision to choose a school (Irawan, 2016). The results of Irawan's research show that parents choose schools based on marketing or socialization of the school to the community.

Based on the explanation of the background above, education is very important and parents must be determined to choose a school place for their children. This study aims to find out what factors influence parents to send their children to school at SD Islam al-Azhar Cirebon City and find the most dominant factors.

B. Methods

This research was conducted on parents of students of SD Islam al-Azhar Cirebon City, West Java Province in the 2019-2020 school year even semester. This study used a sampling technique, namely random sampling. Samples are taken randomly and freely without certain conditions. The study population was parents of grade 1 students. The sample used in the study was 40 respondents.

Primary data collection was carried out using questionnaires given directly to parents who were respondents. The questionnaire uses a likert scale with a range of values 1 to 5, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Hesitate, 4 = Agree, and 5 = Strongly Agree. The research method used is a quantitative approach based on the type of data. The questionnaire data was then analyzed using quantitative descriptive analysis techniques. According to Sumanto, quoted by Zulfah (2017), descriptive analysis is to describe data calculations as well as interpret them in order to know real conditions, growing opinions, developing opinions, and emerging tendencies.

C. Findings and Discussion

The impact of the development of globalization has been transmitted to various ages, including young children who should not use gadgets for a very long duration. The habit of using technology products will certainly affect the behavior patterns of children who should study diligently at school and parental guidance. Currently, it is often found that elementary school children have been given technological products as their game tools. This condition certainly makes many parents worried about Islamic religious knowledge, so parents choose and decide their children to go to schooling in faith-based schools such as Al-Azhar Elementary School, Cirebon City.

This study aims to determine the motivation of parents to send their children to school at Al-Azhar Elementary School, Cirebon City. The data collection technique used is in the form of a questionnaire in the form of a questionnaire on a likert scale of 1-5. From the data collected, researchers used descriptive analysis techniques to determine the dominant factor in the motivation of parents to choose the religious school of Al-Azhar Elementary School, Cirebon City. From the results of the distribution of questionnaires, researchers calculated with the help of Microsoft excel software. The results of the descriptive analysis of the questionnaire on the motivation of parents to choose the religious school of Al-Azhar Islamic Elementary School can be seen in the table below.

Table 1. Descriptive Motivation of Parents to Choose al-Azhar School in Cirebon City

Statistics	Score
Mean	146
Mode	152
Standard Deviation	10
Sample Variance	100
Range	39
Minimum	122
Maximum	161

The results of the descriptive statistical calculation of the motivation questionnaire for parents of students to choose the Islamic school of SD al-Azhar in Cirebon city showed that the average score was 146 with a maximum score of 161 and a minimum of 122. The standard deviation and variant scores are 10 and 100 respectively and the most parental scores are 152. From the average score of 146 in terms of the maximum score of 161 and mode 152, it can be said that the average questionnaire is classified as a good category.

This study describes the factors that influence parents' motivation in choosing a faith-based school at SD Islam al-Azhar Cirebon City which is divided into eight factors, namely location, school facilities, portion of religious education, alumni achievement and success, environmental and family influences, curriculum, service and customer satisfaction, and educator (teacher) profile. This aims to find out how much the eight factors influence the decision of parents to choose al-Azhar Islamic Elementary School, Cirebon City. Of the eight factors decomposed into the form of questionnaire statements, 19 statements.

Based on the results of the percentage calculation in the aspect of school location, it consists of two statements, namely the strategic location of the school so that the mother / father sends children to school at Al-Azhar Elementary School has an average percentage of 70%, and the statement of the distance between home and school is close so that the mother / father sends children to school at Al-Azhar Elementary School has an average percentage of 61%. It can be concluded that the aspect of school location has a percentage of 66%.

The aspect of facilities and infrastructure consists of three statements, namely the statement that buildings such as mosques and religious activities are very adequate so that mothers / fathers send children to school at Al-Azhar Elementary School has a percentage of 77%, statements Buildings such as parking lots / parking lots are very adequate so that mothers / fathers send children to school at Al-Azhar Elementary School have a percentage of 76%, and statements of buildings such as laboratories are very adequate so that mothers / fathers send children to school in elementary schools Al-Azhar has a percentage of 73%. It can be concluded that the aspect has an average percentage of 75%.

The aspect of the portion of religious education consists of two statements, namely the statement of teaching morals and behavior to be better than in public schools has a percentage of 75%, and the statement of the religious education and teaching process so that mothers / fathers send children to school at Al-Azhar Elementary School has a percentage of 60%. It can be concluded that the average aspect of the portion of religious education has an average percentage of 68%.

The aspect of achievement and success of alumni consists of one statement, namely many Al-Azhar graduates who continue to State Universities and study abroad and succeed so that mothers / fathers send children to Al-Azhar Elementary School has a percentage of 72%. In other words, the achievement and success aspects of alumni have a percentage of 72%.

The aspect of environmental and family influence consists of two statements, namely neighbors who study at Al-Azhar Elementary School so as to encourage mothers / fathers to send children to Al-Azhar Elementary School with a percentage of 71%, and many large families who study at Al-Azhar Elementary School so as to encourage mothers / fathers to send children to school at Al-Azhar Elementary School has a percentage of 69%. It can be concluded that the aspect of environmental and family influence has an average percentage of 70%.

The curriculum aspect has two statements, namely the curriculum applied has been able to make children better understand religion, especially the Qur'an and Hadith paa has a percentage of 71%, and Al-Azhar applies memorization of at least juz 30 so as to encourage mothers / fathers

to send children to school at Al-Azhar Elementary School has a percentage of 64%. It can be concluded that the curriculum aspect has a percentage of 72%.

The aspects of service and customer satisfaction consist of two statements, namely financing is better and in accordance with the expected results has a percentage of 69%, and the administrative services of SD Al-Azhar are considered very satisfactory to have a percentage of 79%. It can be concluded that service and customer satisfaction have an average percentage of 74%.

The profile aspect of the educator (teacher) consists of three statements, namely the teacher always sees and reviews the development of his students both motorly and academically has a percentage of 76%, the statement of the teacher who teaches is very competent in changing the mindset, behavior, and personality of students who are better has a percentage of 75%, and the statement of the teacher reviewing child development both motorly and academically has a percentage of 74%. It can be concluded that the profile aspect of the educator (teacher) has an average percentage of 75%.

From the average results, the percentage of motivational aspects of parents choosing an Islamic elementary school at SD al-Azhar Cirebon City has been presented through the following diagram.

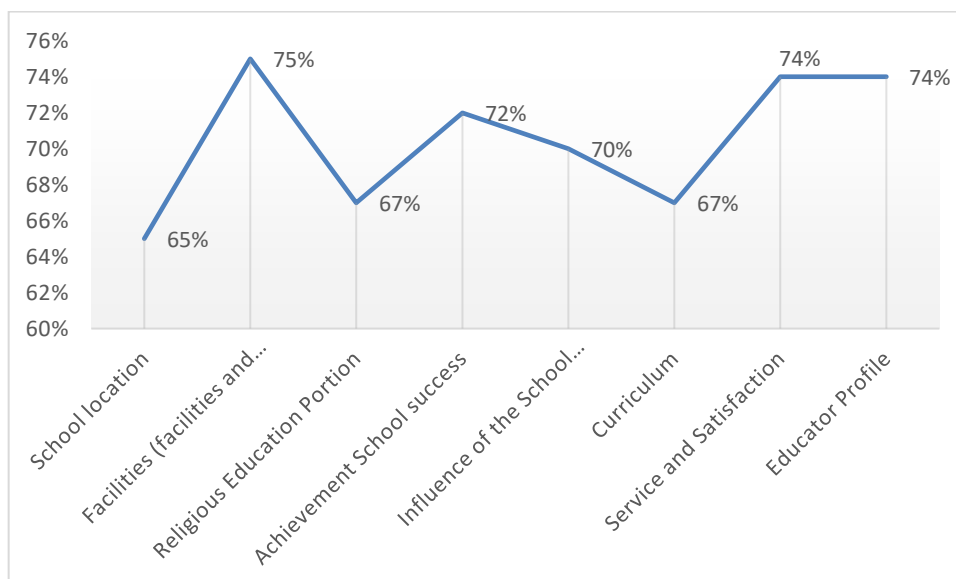


Diagram 1. Percentage of Motivational Aspects of Parents Choosing SD al-Azhar Cirebon City

Basically, the eight aspects specified in this study contributed to parents in choosing the al-Azhar Islamic school in Cirebon city. However, from several existing aspects, there are dominant or those that have the highest percentage of the results of the questionnaire distribution, namely the facility aspect (facilities and infrastructure) and the educator profile aspect (teachers) by having a percentage of both of them at 75%. Meanwhile, researchers also saw that the lowest percentage aspect was the school location aspect. However, service factors and environmental influences also provide considerable factors as motivation for parents to have an Islamic school at Al-Azhar Elementary School, Cirebon City.

Discussion

The results showed that the factors that greatly influence the motivation of parents to choose Islamic elementary schools are the profile of educators (teachers) and school facilities (infrastructure) with a percentage of 75% each.

The results of the study proved that only about 68% of parents of students considered the portion of religious education not an important factor to choose an Islamic school. The belief of the parents of the students in the religious portion of al-Azhar Islamic Elementary School is at a very good level, meaning that religious lessons and activities at al-Azhar Islamic Elementary School have met the standards of Islamic schools. So that the portion of religious education is not the main factor in choosing the al-Azhar Islamic Elementary School in Cirebon city.

Parents do not particularly consider the location of the school from where they live. The percentage result of the location factor based on the calculation is only about 66%. It can be seen that parents have various ways to get their children to school in the morning without having to be late or stuck on the way. Some deliver from home early and not a few deliver using motorbikes.

Parents consider the importance of facilities and infrastructure as supporting children's learning activities at school. This is supported by the percentage of questionnaires on the facility indicator of 75%. One of the facilities that are considered very necessary by parents includes the mosque building as a facility to train students' religious activities, adequate laboratory facilities that will accelerate the understanding of students' concepts to increase knowledge, and parking facilities are also needed by some parents.

Al-Azhar Islamic Primary School is not a relatively new school. The graduates and alumni have many and scattered various occupational professions. Based on the knowledge of the parents of the students that al-Azhar Islamic Elementary School is not only a graduate but also successfully ranked well in various types of competitions. So that from the results of the questionnaire, indicators of achievement and success of alumni obtained a percentage of 72%.

The achievements and achievements of students in studying at school are inseparable from the role of the curriculum implemented by SD Islam al-Azhar. The curriculum applied at al-Azhar Elementary School based on questionnaires filled out by parents of students has been able to make children better understand religion, especially in the Qur'an and Hadith and the memorization of at least juz 30 so as to encourage parents to send children to Al-Azhar Elementary School. This is supported by a recapitulation of the percentage of curriculum indicators of 68%.

Changes in children's attitude patterns and behavior are influenced by aspects of family, society, and school (Verdiyani, 2016). These three aspects are also believed by parents to shape the character of students even better. The availability of a good environment in the school must be of good quality. Therefore, the results of the questionnaire calculation on the indicators of environmental and family influences get a percentage of 70%. This figure is classified as not large and also not small so that environmental and family factors can be said to be urgent for parents.

The administrative services of SD Al-Azhar are considered very satisfactory and the financing is better and in accordance with the expected results. This is in accordance with the results of the percentage of parent questionnaires on service indicators and customer satisfaction of 74%. The principal's leadership is closely related to all policies for administrative services (Hartono, Udin, & Riyanto, 2021)

The teacher as the spearhead of an educational institution became famous and advanced. Parents of al-Azhar Islamic Elementary School students also realize the importance of quality educators for their children. The quality of educators can improve the knowledge of their children. It is felt by the parents of students that the teacher teaches professionally so that they are able to change the mindset, behavior, and personality of students for the better. In addition, teachers always review the development of their students both motorly and academically. Because the professionalism and attention of teachers made the strongest factor in this study for parents to send their children to al-Azhar Islamic Elementary School as evidenced by a percentage of 75%.

The role of the teacher is often the core source in transforming the values of science and other values to students so that the abilities, knowledge and skills possessed by teachers dominate the learning process and the formation of learning outcomes for their students (Oktavia, 2014).

D. Conclusion

Based on the results of research and discussion, it can be concluded that the motivation of parents to choose a faith-based school at SD Islam Al-Azhar Cirebon City consists of eight factors sequentially, namely the profile of educators (teachers 75%), facilities (facilities and infrastructure) 75%, service and customer satisfaction 74%, environmental and family influences 70%, alumni achievements and successes 72%, curriculum 68%, portion of religious education 68%, and finally the location of the school 66%.

The dominant factors that motivate parents to choose faith-based schools at SD Islam Al-Azhar Cirebon City are the quality of educators (teachers) and the factor of school facilities. Parents of students consider SD Islam Al-Azhar Cirebon City because of the professionalism and skills of teachers in educating children, and supporting facilities such as buildings for student learning.

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