

STRATEGI PEMASARAN JASA PENDIDIKAN BERBASIS MUTU LAYANAN DAN *RELATIONSHIP MARKETING* DALAM UPAYA PENINGKATAN JUMLAH PESERTA DIDIK (STUDI DI STIT-MU GUMAWANG OKU TIMUR SUMATERA SELATAN)

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Diajukan untuk memenuhi sebagian dari persyaratan memperoleh gelar Doktor Pendidikan dalam bidang Administrasi Pendidikan



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Universitas Pendidikan Indonesia
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Irwan Suryadi, 2021

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(Studi di STIT-MU Gumawang OKU Timur Sumatera Selatan)**

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Yang membuat pernyataan,

Irwan Suryadi

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Syukur Alhamdulillah atas berkat rahmat Allah SWT, akhirnya penulis dapat menyelesaikan Disertasi yang berjudul Strategi Pemasaran Jasa Pendidikan Berbasis Mutu Layanan dan *Relationship Marketing* Dalam Upaya Peningkatan Jumlah Peserta Didik (studi kasus di STIT Misbahul Ulum Gumawang OKU Timur Sumatera Selatan)

Penulis menyadari bahwa disertasi ini tidak akan dapat penulis selesaikan dengan baik tanpa adanya bantuan dari berbagai pihak, oleh karena itu penulis ingin menyampaikan penghargaan dan terimakasih kepada :

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STRATEGI PEMASARAN JASA PENDIDIKAN BERBASIS MUTU LAYAN DAN RELATIONSHIP MARKETING DALAM UPAYA PENINGKATAN JUMLAH PESERTA DIDIK (STUDI DI STIT MU GUMAWANG OKU TIMUR SUMATERA SELATAN)

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Bandung, Januari 2021

Irwan Suryadi

**Strategi Pemasaran Jasa Pendidikan
Berbasis Mutu Layanan dan *Relationship Marketing*
sebagai Upaya Peningkatan Jumlah Peserta Didik
(Studi di STIT- MU Gumawang OKU Timur Sumatera Selatan)**

ABASTRAK

Penelitian ini bertujuan untuk mendapatkan alternatif pemecahan masalah yang berkaitan dengan strategi pemasaran jasa pendidikan perguruan tinggi yang seringkali dihadapkan pada masalah klasik yaitu rendahnya minat dan jumlah peserta didik. Permasalahan utamanya peserta didik khususnya di STIT-MU Gumawang dikarenakan dua faktor internal dan eksternal, yaitu mutu layanan yang belum sepenuhnya menunjang keberminatan peserta didik, adapun permasalahan dari luar lingkungan disebabkan semakin banyak pilihan bagi calon peserta didik yang menawarkan berbagai keunggulan perguruan tinggi sejenis, sehingga membuat peta persaingan semakin ketat dan terbuka. Metode penelitian yang digunakan dalam penelitian ini adalah model penelitian kombinasi (*Mix Methode*) yaitu sebuah metode penelitian yang menggabungkan dua metode penelitian Kualitatif dan kuantitatif dengan pendekatan *sequential exploratory* dimana pada tahap awal digunakan pendekatan Kualitatif terlebih dahulu sebagai metode premier dengan teknik pengumpulan data berupa wawancara, observasi, FGD dan studi dokumentasi, kemudian dilanjutkan dengan pendekatan kuantitatif deskriptif sebagai metode sekunder dengan menggunakan *questioner* kepada 118 responden terdiri dari tenaga pendidik, tenaga kependidikan, stakeholder dan mahasiswa STIT-MU Gumawang. Hasil penelitian yang menggunakan pendekatan strategi peningkatan mutu layanan dan pemasaran relasional (*relationship marketing*) sebagai model pemasaran jasa pendidikan perguruan tinggi berperan dan berdampak positif serta signifikan pada kepuasan dan loyalitas pelanggan. Berdasarkan perhitungan statistik dimana peningkatan kepuasan dan loyalitas pelanggan dipengaruhi cukup signifikan oleh mutu layanan dan *relationship marketing*, hal ini dibuktikan dengan perhitungan t-hitung dari masing-masing variabel yang menunjukkan kebermaknaan positif dan pengaruh langsung antara mutu layanan dan *relationship marketing* terhadap kepuasan dan loyalitas pelanggan. Dari pengujian model pemasaran jasa pendidikan menggunakan prinsip mutu layanan dan *relationship marketing* dapat dikatakan sangat layak.

Kata Kunci : Pemasaran Jasa Pendidikan, Mutu Layanan, *relationship marketing*, Kepuasan Pelanggan, Loyalitas Pelanggan.

Abstract

iv

This study aims to find alternative solutions to problems related to marketing strategies for higher education services which are often faced with classic problems, namely low interest and the number of students. The problem of the lack of special students at STIT-MU Gumawang is due to two internal and external factors, namely the quality of service that has not fully supported the interest of students, as for problems from outside the environment due to the increasing number of choices for prospective students who offer various advantages of similar colleges, thus making the competition map even tighter and more open. The research method used in this research is a combination research model (Mix Method), which is a research method that combines two qualitative and quantitative research methods with a sequential exploratory approach where at the initial stage the qualitative approach is used first as a premiere method with data collection techniques in the form of interviews, observation, FGD and documentation study, then followed by a descriptive quantitative approach as a secondary method using a questionnaire to 118 respondents consisting of educators, educational staffs, stakeholder and students of STIT-MU Gumawang. The results of research using a strategic approach to improving service quality and relationship marketing as a marketing model for higher education services play a role and have a positive and significant impact on customer satisfaction and loyalty. Based on statistical calculations where the increase in customer satisfaction and loyalty is significantly influenced by the quality of service and relationship marketing, this is evidenced by the calculation of the t-count of each variable which shows positive significance and the direct influence between service quality and relationship marketing on customer satisfaction and loyalty. . From testing the education service marketing model using the principles of service quality and relationship marketing, it can be said to be very worthy.

Keywords: Educational Service Marketing, Service Quality, relationship marketing, Customer Satisfaction, Customer Loyalty.

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