

MARKETING STRATEGY ANALYSIS ON THE PERCEPTION OF PARENTS IN CHOOSING AN INTEGRATED ISLAMIC ELEMENTARY SCHOOL FOR THEIR CHILDREN IN PALEMBANG

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ABSTRACT

The purpose of this study was to determine the perception of parents in choosing a school Basic Islamic Integrated (SDIT) for their children and to see how the strategy marketing carried out by the Integrated Islamic Elementary School (SDIT). Data collection is done by distributing questionnaires using 4 Likert scales. This study used purposive sampling. The analysis technique used is inference analysis which uses multiple regression tests. Research result shows that the development of marketing strategies for schools that needs to be improved is the cost of education, promotion activities carried out by the school and the process of new student recruitment, while the variable that is maintained is the quality of the students, school facilities and infrastructure, human resources, and customer service.

Keywords:

Marketing Strategy, Perception, Integrated Islamic Elementary School

Received: 17 September 2019

Accepted: 27 September 2019

Publish: Oktober 2019

How to Cite:

Khairunnisa, D. (2019). *Marketing Strategy Analysis On The Perception Of Parents In Choosing An Integrated Islamic Elementary School For Their Children In Palembang*, *Econosains*, 17(1), P 9-19

INTRODUCTION

Education is a process, by which humans can develop their ability to be useful for the progress of the nation. According to the System Law National Education 2003, Education is a conscious and planned effort to realize the learning atmosphere and the learning process so that students actively develop his potential to have religious-spiritual strength, self-control, personality, intelligence, noble character and skills needed by himself, society, nation, and countries (Jumali et al., 2004).

Education can be obtained in two ways, formal education and non-formal education. Formal education is a structured and educational pathway tiered, consisting of basic education, secondary education and higher education (Jumali et al., 2004). Formal education is followed by following programs planned, structured by an institution, department or ministry of a country. Formal education is divided into two groups, namely education managed by government and education managed by the foundation. A formal education have levels, and in Indonesia usually include: kindergarten (TK), Elementary School (SD) / Madrasah Ibtidaiyah (MI) / SDIT (Integrated Islamic Elementary School), Junior High School / SLTP / Madrasah Tsanawiyah (MTs), Senior High School (SLTA) / Senior High School (SMA) / Madrasah Aliyah Negeri (MAN) / Vocational High School (SMK), State Higher Education (PTN) / Private Higher Education (PTS). Non-formal education is a pathway education outside of formal education that can be implemented in a structured and tiered (Jumali et al., 2004).

Elementary School (SD) is part of formal education at the elementary level which took six years. The government has provided many

public elementary schools. Whereas the Integrated Islamic Elementary School (SDIT) is a private-based school Islam and has a way or method of learning that is different from state elementary in generally. Also, the time spent by students in the school is very long, from morning to evening (Riyanto: 2017). SDIT is a product new offered to the community. Every new product should have packaging that sells in addition to setting product segmentation, targeting and positioning against the competitor's market, then determine whether the product price is above the competitor's or more lower than competitors, as well as designing the right distribution channel is preparation in order the distribution of products reaches a maximum in accordance with the company's vision and mission (Royan: 2007).

Marketing is growing rapidly and understanding consumer behavior is becoming one of the strategies in the success of marketing products (Oktavia: 2009). SDIT show these differences, by developing network and marketing strategies the new one. If producers are unable to market their products, it is caused by quality is not liked by consumers, does not provide added value, service does not satisfying, then the service products offered will not sell, so the school is closed because of the inability of the managers.

This research was conducted to show the influence of marketing strategies (product variables, prices, places, promotions, people, customer processes and services) to the perception of parents in choosing an elementary school Integrated Islam (SDIT) for their children.

LITERATURE REVIEW

Marketing Strategy

Every company in its product marketing efforts must determine

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* <https://doi.org/10.21009/econosains.01701.02>

the most appropriate marketing strategy. Marketing strategies largely determined by the company's position in the achieved target market, market opportunities that exist in the market, and the resources available to the company in generating business profits. According to Cravens (2013) that marketing strategy is defined as the analysis, strategy for developing and implementing activities into the selection of target market strategies products in each business unit, setting marketing and development, implementation objectives and management of marketing program strategies, market positioning designed for meet the desires of the target market consumers.

Marketing strategy in the context of education services is a social process and managerial to get what is needed and wanted through creation offer, exchange valuable products with other parties in the field of education. Marketing ethics in the world of education is to offer quality and intellectual services overall character building. That's because education is more complex, which is carried out with full responsibility, because educational results refer far to the future, to foster future generations (Faizin: 2017).

Marketing Mix

For the success of an institution, in the long run, the service institution education must create the services that customers need and want. To use create this service, then the institution creates a marketing mix. The marketing mix is marketing elements that are inter-related, mixed, properly organized and used so the company can achieve its goals marketing effectively while satisfying the needs and desires of consumers. There are

seven marketing mix elements, which consist of 7P (product, price, place, promotion, people, process, proactive customer service).

1. Product

Companies that do business have products that can create supply and demand in the market for these products. With this product, the company can generate planned profits. To market a product, marketers must be able to choose products that can be absorbed by the market. According to Kotler (2018), a product is a combination of goods and services that a company offers to a target market.

2. Price

The price is a very big influence on demand for the product because the price is something that is submitted in exchange to gain goods and services (Lamb: 2001). The size of the price can affect, increase and decrease company profits. Prices can affect competition and marketing programs of a company in achieving its goals company. Every company must set its price correctly to be able to succeed in marketing an item or service.

3. Place: location and distribution channels

To be able to deliver products to consumers, a channel is needed for efficient and effective distribution. According to Tjiptono (2015), distribution channels for an item is a route or series of intermediaries, whether managed by marketing and independent, in delivering goods from producers to consumers. Distribution can also be interpreted as a business marketing activity expedite and facilitate the delivery of goods and services to consumers so that its use is as needed.

4. Promotion

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Promotion is a complex marketing system because it is an intermediary agent communicating to consumers and the wider community. According to Tjiptono (2015), Promotion is a form of marketing communication. Marketing communication is marketing activities that seek to spread information, influence or persuade, and or remind the target market of the company and its products in order willing to accept, buy and loyal to the products offered by the company concerned. In general, the promotion mix (promotion mix, promotion blend, communication mix) are personal selling, mass selling consisting of advertising and publicity, sales promotion, public relations, and direct relations selling.

5. People

People in marketing are very important. Very successful marketing depends on selection, training, motivation and human resource management (Kalsum: 2010). Some many companies or organizations fail in activities in his business because the management of existing human resources is not effective at work.

6. Process

All work activities are processes. Processes include procedures, tasks, schedules, mechanisms, activities, and routines for which a product or service delivered to customers (Kalsum: 2010). Process management identification in separate activities is a prerequisite for improving service quality.

7. Customer service (proactive customer service)

The main differentiating factor for a company is service quality customers. Customers are increasingly skilled at their requests and increasingly demand-

ing higher service standards. Here is the customer's expectations regarding the services performed, and regard customer service as competitive weapons used to differentiate their sales.

Consumer Perception

The introduction of an object can affect perception. Perception is a process arising from the existence of sensations (Agustin 2018), namely the activity of feeling or the cause of the rapid emotional state of our sense of acceptance of basic stimuli, such as light, color, and sound (Wibowo 2014). With all of that, it will arise perception. Without realizing it, individuals select the stimuli they receive. Which stimulus? selection depends on two things: (Zakiyah and Nurwidawati: 2017) Previous consumer experience that influences expectations and Consumer motivation at the time (needs, desires, interests). Means the process of how stimuli are selected which then give rise perception (perceptual selection) depends on expectations, motivation, and learning

Integrated Islamic Schools

Integrated Islamic Schools are essentially schools that implement the concept of Islamic education is based on the Qoran and As-Sunnah. In its application School, Integrated Islam is defined as a school that adopts an implementation approach by combining general education and religious education into a fabric curriculum. Integrated Islamic Schools also emphasize integration in methods learning so that it can optimize the cognitive, affective and psychomotor domains. The Integrated Islamic School also combines aqliyah, ruhiyah, and jasadiyah education. The organization combines the active involvement and participation of the learning environment, home, and

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community. With several definitions above, a conclusion can be drawn that the Integrated Islamic School is an Islamic school that is organized with integrating the values and teachings of Islam in curriculum building with effective learning approaches and optimal and cooperative engagement between teachers and parents and the community to foster the character and competence of students. Integrated Islamic Schools include Integrated Islamic Kindergarten (TKIT), Schools Basic Islamic Integrated (SDIT), Integrated Islamic Middle School (SMPIT), and Integrated Islamic High School (SMAIT) (<http://www.kumpulanmakalah.com/2016/10/konsep-pendidikan-sekolah-islam-terpadu.html>)

METHODOLOGY

The location of the study was conducted at the Bina Ilmi Integrated Islamic Elementary School (SDIT) at Palembang.

The population of this research is parents of Islamic elementary school students Integrated (SDIT) Bina Ilmi in Palembang. According to Sugiyono (2018) advising the sample size for research as follows: research is between 30-500 samples. The sample is expected to represent respondents. The sample is determined by using non-probabilistic sampling, i.e. every element in the population does not have the same probability of being chosen as a sample or the selection of sample members done by not random and objective (Subagyo: 2004). Determination technique non-probability samples used in this study were purposive sampling, i.e. selecting members of the sample that are tailored to the purpose of the study (Supomo and Indriantoro: 2002).

According to the Integrated Is-

lamic School Network (JSIT) data, that is the organization consists of Integrated Islamic Schools from all over Indonesia, which include kindergartens Integrated Islamic Kindergarten (TKIT), Integrated Islamic Primary School (SDIT), Middle School First Integrated Islam (SMPIT), Integrated Islamic High School (SMAIT), which is including members of JSIT in Palembang are: (<http://sditkucurup.blogspot.co.id/2013/01/jaringan-sekolah-islam-terpadu-jsit.html>)

1. TKIT – SDIT Auladi Plaju Palembang – Sumatera Selatan
2. TKIT – SDIT – SMPIT Al Furqon Palembang – Sumatera Selatan
3. TKIT Fathona Palembang – Sumatera Selatan
4. TKIT – SDIT BinaIlmi Palembang – Sumatera Selatan

Based on these data, the sample in this study were parents of students at SDIT Bina Ilmi. The sample is parents of class 6 and class 5 because they have known the school for a long time, around 5-6 years. The results of observations by researchers, the number of classes 6 and 5 respectively are 5 classes with the average student per class is 22-30 students. After distributing the questionnaire, collected questionnaires returning numbered 146 respondents. This is under the data from the Ministry of Education and Culture in 2018 that the number of students at SDIT Bina Ilmi is 725 students, meaning the sample taken is around 20%.

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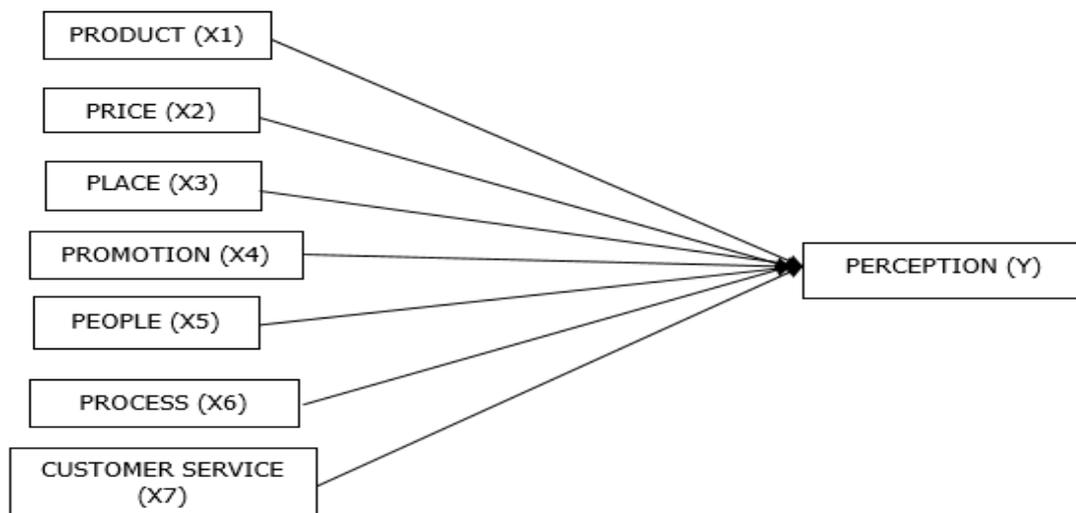


Figure 1. Research Model

Perception is parents' assessment of Integrated Islamic Elementary School (SDIT)

Marketing Strategy in the form of marketing mix variables, namely product, price, place, promotion, people, processes, customer service

Data research obtained directly from the source original-not through intermediary media (Supomo and Indriantoro: 2002). Primary data obtained through questionnaires. The questionnaire is a data collection technique done by giving a set of questions or written statements to respondents to answer (Sugiyono: 2018). The questionnaire was designed with a closed model question. The scale used in the question is 4 Likert scale, strongly disagree (score 4), disagree (score 3), agree (score 2), strongly agree (score 1). (Umar: 1999).

According to Priyatno (2014), the research instrument testing (questionnaire) is valid and reliably carried out the following tests:

Validity Test

A validity test is done by making restrictions regarding the variables to be measured. Then determine the dominant factors from

the preparation of the questionnaire. The questionnaire will then be tested with related factors. Then tested whether valid or not. If it is invalid it will be removed or corrected.

2. Reliability Test

Reliability tests are used to measure the consistency of research instruments. It is said to be reliable if the measuring instrument shows consistent results.

While secondary data is indirect research data through the media intermediaries (obtained and recorded by other parties).

Data analysis techniques used descriptive analysis and inference analysis. Inference analysis using multiple linear regression test, which is looking at the relationship cause and effect (Causality) where the dependent variable is explained or influenced by certain independent variables. In this study, the dependent variable is Parents' Perception and the independent variable is Marketing Strategy in the form of the variables marketing mix, i.e. product, price, place, promotion, people, process, service customer.

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The following multiple linear regression equation

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + b_4.X_4 + b_5.X_5 + b_6.X_6 + b_7.X_7 + e$$

Where:

Y = Parental perception

X1 = Product, X2 = Price, X3 = Place, X4 = Promotion

X5 = People, X6 = Process, X7 = Customer service

a = constant, e = error variable

FINDINGS AND DISCUSSIONS

Reliability Tests

Reliability is the main character of a good measurement instrument. The main idea in the concept of reliability is the extent to which the measurement results are fixed, can be trusted and free from measurement errors. Determination of whether a statement in the questionnaire used in reliable research, the criteria used are to see the value of the Alpha coefficient which is compared to the value of r table. If r (Alpha) is positive and r (Alpha) > r table, then statements for each category are reliable and vice versa if r (Alpha) is negative and r (Alpha) < r table, the statements for each category are unreliable.

The value of r (Alpha) obtained is positive and greater than r table, where r the table is 0,195 (n = 100, a significant level of 5%) and the value of r (Alpha) > 0.5 means statements for each category are reliable.

Validity Test

A validity test is done to see the extent of the indicators or the statements on the questionnaire can measure what you want to be measured. It can be said that the higher the validity value, the statement the more precise the target. Determination of whether a statement in the questionnaire used in this research is valid, then the criteria used are the calculated r-value with r table. If r value is positive and r value > r table, then the statements are valid and vice versa if r value is negative and r value < r table, then the statement is invalid.

Table 1. Reliability Test

No	Variable	r (alpha)	Reliability
1	Product	0,8288	Reliable
2	Price	0,6749	Reliable
3	Place	0,7097	Reliable
4	Promotion	0,7391	Reliable
5	People	0,7093	Reliable
6	Process	0,7582	Reliable
7	Customer Service	0.6794	Reliable
8	Perception	0,7874	Reliable

Source: data processed by researchers

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Table 2. Validity Test

No	Variable	r-value	Validity
1	Variable Product		
	Product 1	0,7826	Valid
	Product 2	0,7504	Valid
	Product 3	0,7557	Valid
2	Variable Price		
	Price 1	0,6882	Valid
	Price 2	0,4441	Valid
	Price 3	0,6056	Valid
3	Variable Place		
	Place 1	0,7318	Valid
	Place 2	0,5026	Valid
	Place 3	0,6187	Valid
4	Variable Promotion		
	Promotion 1	0,6655	Valid
	Promotion 2	0,6802	Valid
	Promotion 3	0,6133	Valid
5	Variable People		
	People 1	0,6260	Valid
	People 2	0,5508	Valid
	People 3	0,6843	Valid
6	Variable Process		
	Process 1	0,7332	Valid
	Process 2	0,6029	Valid
	Process 3	0,6873	Valid
7	Variable Proactive Customer Service		
	Customer Service 1	0,5048	Valid
	Customer Service 2	0,5489	Valid
	Customer Service 3	0,6835	Valid
8	Variable Perception		
	Expectation	0,6689	Valid
	Motivation	0,7695	Valid
	Learning	0,6893	Valid

Source: data processed by researchers

The results of the r-value obtained are greater than the r table, where the r table is 0.195 (n = 100, a significance level of 5%), which means the statements in the questionnaire valid.

The model used in this research is a multiple linear regression model, where see the effect of inde-

pendent variables on the dependent variable, in other words, analyzes the effect of marketing strategies on perception. Test equipment is carried out using a t-test and F test.

T-test used to test each independent variable whether it affects the dependent variable, while the F test is to simultaneously test the independent variable affect the dependent variable.

The test results using SPSS form a linear regression equation multiple are as follows

$$Y = -0,266 + 0,212X_1 - 0,010X_2 + 0,194X_3 + 0,101X_4 + 0,191X_5 + 0,173X_6 + 0,188X_7 + e$$

T test (2,756) (-0,118) (2,769)
 (1,293) (2,032) (1,699) (2,434)
 F test = 35,533 (0,000)

Based on the regression equation above, each variable has a value different ones.

1. The Product Variable (X_1) is positive and significantly influences the marketing strategy variable (Y), which is 21 percent. The significance value in the amount of 0.007 (less than 0.05). T-test value of 2.756, which is greater from T tables (1,960 with n = 100 significance level of 5%).
2. The Price Variable (X_2) is negative and does not significantly influence the marketing strategy variable (Y), where the effect value is by 1 percent. The significance value is 0.906 (greater than 0.05). T test value of 0.118, which is smaller than the T table (1.960 with n = 100 significance level of 5%).
3. The Place Variable (X_3) is positive and significantly influences the variable marketing strategy (Y), which is 19 percent. The significance value is 0.006 (smaller

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than 0.05). T-test value of 2.769, which is greater than T table (1,960 with $n = 100$ 5% significance level).

4. The Promotion Variable (X_4) is positive and significantly not affect the marketing strategy variable (Y), where the effect value is only by 10 percent. The significance value is 0.198 (greater than 0.05). T-test value of 1,293 is smaller than T table (1,960 with $n = 100$ significance level of 5%).
5. The People Variable (X_5) is positive and significantly influences the marketing strategy variable (Y), which is 19 percent. The significance value of 0.044 (less than 0.05). T-test value of 2.032, which is greater from T tables (1,960 with $n = 100$ significance level of 5%).
6. The Process Variable (X_6) is positive and does not significantly influence the marketing strategy variable (Y), where the effect value is 17%. The significance value is 0.092 (greater than 0.05). T-test value of 1,699, which is greater than T table (1,960 with $n = 100$ significance levels 5%).
7. The Proactive Customer Service (X_7) variable is positive and significant affect the marketing strategy variable (Y), which is 19 percent. The significance is 0.016 (less than 0.05), the value of the T-test is 2.434 greater than T table (1,960 with $n = 100$ 5% significance level).

Each of the above variables outlines there are 4 variables of marketing strategy that significantly influence the perception of parents in choosing SDIT for their children his daughter, namely product, place, people, and customer service variables. While 3 variables do not significantly influence, namely price, promotion, and process.

When seen from the value of the F test that is equal to 35,533 with a significance value of 0,000, which means simultaneously the seven independent variables affect the dependent variable. The marketing strategy adopted by the school must be improved in terms of price, promotion, and process. The results of the questionnaire collected showed that the respondents argued in terms of price that the school fees applied by the school do not match the quality of education provided, extra-curricular activities held by the school cannot support the distribution of interests and talents of students, and supporting activities such as educational visits and swimming have not been able to support children's learning activities students.

In terms of promotion that promotional activities undertaken by the school have not been able to introduce the existence of schools in the community, the participation of students in various the competition cannot yet be an alternative in introducing the existence of schools and the use of kinship networks and institutional networks has not been able to attract students to enter the school. From the process side that the registration procedure activities until the test implementation has not gone well and still needs to be improved quality, the learning process activities of students have not been interested so it needs to be improved.

According to Rohmitriasih and Soetopo (2015), maximum service for students includes many things between others are (1) the learning

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system and its application in the classroom supported by educators professional educators, (2) cutting-edge infrastructure, (3) learning media fun for students, (4) good service by educational staff as well non-educational staff and (5) parent involvement of students in school activities. This thing not only makes the image of the school good but is also able to maintain old customers become loyal or bring in new customers who can help school marketing activities.

Meanwhile according to Supar (2014), the marketing strategy of SDIT include (1) forming a new student acceptance committee, (2) utilizing the network kinship, (3) follow the JSIT curriculum, (4) service basic needs such as less school fees, scholarships, health consultations and consultations student development, and (5) publications that support socialization in the form of kinship, network utilization and the most outstanding student.

CONCLUSIONS

The conclusion from the results of this study shows the strategy variable marketing that significantly influences the perception of parents in choosing SDIT for their children is the product, place, people and service variables customer. While the variable that does not significantly affect its price, promotion, and process. Meanwhile, all variables simultaneously marketing strategies significantly influence the perception of parents based on these results than for developing marketing strategies for schools, what needs to be improved is the cost education, promotion activities carried out by the school and the student recruitment process new, while the variables that are maintained are the quality of students, facilities and school infrastructure, human resources, and customer

service.

Suggestions for further research are to research the other SDIT.

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