

**Management of Service Marketing in Increasing Customer Satisfaction at
Madrasah Aliyah Negeri Jambi Province**

Amiruddin¹, Husein Ritonga², Samsu³

¹Institut Agama Islam Nusantara Batang Hari, ^{2,3}Universitas Islam Negeri Sultan
Thaha Saifuddin Jambi

Corresponding Author E-mail: amiruddin@iainbatanghari.ac.id

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Abstract: The purpose of this study is to detail the planning, coordinating, implementing, and supervising of MAN Jambi Province's marketing of services in order to increase customer satisfaction. Through participant observation, this study employs a qualitative descriptive technique. The number of participants in this study was 51. Data collection methods include observation, interviews, and documentation analysis. Data analysis, namely data reduction, data display, and conclusion drafting/ verification. Based on the findings of the research on service marketing management in raising customer happiness in MAN Jambi Province, it is possible to conclude that the planning, organization, and implementation of service marketing in raising customer satisfaction in MAN Jambi Province was successful.

Keywords: Management, Service Marketing, Customer Satisfaction

1. Introduction

Public awareness of the value of education has prompted the establishment of schools that provide a variety of concepts and models, such as nature-based schools, science and technology-based schools, religion-based schools, public schools with state status, public schools with public religious characteristics,

private schools, and schools with worldwide curriculum. As a result, professional education management is critical, given that the ability of administrators to analyze the external environment, competitors, and internal competencies is strongly influenced by the institution's growth and development, and it is required to be able to create a good way or strategy to win the competition without leaving th At the moment, rivalry between schools is becoming more intense, as seen by education providers' inventive efforts to discover the uniqueness and greatness of each school so that consumers of education services require and demand it.

In this sense, good educational service marketing management is critical for every educational institution, as a solution for schools in preparing and promoting better education programs, as well as training the public to be more discerning when selecting quality education. As a result, the educational institution is supposed to be able to satisfy its customers in the end.

Marketing management is the art and science of identifying target markets and acquiring, retaining, and increasing customers through improved customer value creation, delivery, and communication (Kotler and Keller, 2012). Marketing of school/ madrasah institutions is a planned process of value exchange that is carried out to promote the missions of the school/ madrasah based on addressing actual requirements, both for stakeholders and the social society in general (Muhaimin, 2015).

According to Labaso (2018), the indicators of educational service marketing management include: 1) planning the marketing of educational services by identifying the education market, segmenting the education market, and positioning; 2) Marketing educational services can be implemented using many tactics based on market conditions and scenarios, one of which is to apply the marketing mix theory, and 3) control or supervision of schools/ madrasahs on all programs that have been developed and implemented.

The ability of educational institutions to comprehend marketing in the field of education is a prerequisite in preserving and developing an institution's or school's growth and sustainability, as well as in attempting to attract as many customers as possible, with the ultimate goal of consumers being content with what has been advertised.

According to Sumarwan (2015), consumer satisfaction and dissatisfaction are the result of a comparison between what consumers expect before purchasing and what they really get from the goods they buy or obtain. Satisfaction will entice customers to buy and repurchase the product. Feelings of dissatisfaction, on

the other hand, will cause consumers to be dissatisfied and cease repurchasing and not consume the goods.

Educational institutions that are able to correctly prepare, administer, and sell their institutional products to their consumers will receive a positive response, and these customers will return to take benefit of their products. Consumers will be unsatisfied and will not want to re-consume items if educational institutions are unable to effectively develop, implement, and offer them. Finally, the value that educational institutions deliver to their clients has a significant impact on their customer happiness. Customer satisfaction refers to the fit between customers' expectations and reality.

All operations carried out by Islamic educational institutions ultimately serve consumers, whether they be students, parents of students, or members of the wider public, referred to as "stakeholders". Those who are serviced, of course, want to be satisfied with these services because they have already paid a lot of money to educational institutions, such as through local and state tax collections, tuition fees, development fees, and so on. As a result, the consumer has the right to receive good service. This service can be found in a variety of disciplines, ranging from physical services to buildings, to diverse facility services and excellent teachers. All of this will lead to the ultimate goal of gratifying customers. And this is the essence of Islamic educational institution marketing.

Marketing is a procedure that Islamic educational institutions must follow in order to satisfy stakeholders. The emphasis on offering satisfaction to stakeholders is something that any institution must do if it wants to compete. Giving satisfaction on a continuous basis shows a service process that must always innovate and improve, because stakeholder satisfaction is an ever-changing activity.

As a result, Islamic education institutions, particularly Madrasah Aliyah Negeri (MAN), must be able to identify these opportunities and obstacles as clearly as possible in order to satisfy their customers. So that, in the end, MAN can become an advanced and developing institution, public faith in Islamic educational institutions can expand and continue to expand, so that the community does not hesitate to send their children to school, contribute to building and raising them, and freely participate in marketing Islamic educational institutions to other stakeholders and customers.

By marketing their educational offerings, madrasahs should aim to be more exposed and socialized to the society. The madrasah curriculum, like any other

product or service, will be sold if it is well advertised. Marketing is done to make the public aware of the madrasah's benefits and initiatives. Madrasah marketing requires careful planning and administration.

All of this, of course, necessitates the principal's/ madrasah's managerial skill in handling all school operations and independently acquiring cash. Principals of schools and madrasahs should have a wide range of abilities and strategic approaches to developing resources, integrating sources, determining communication goals, controlling diverse perspectives, influencing expectations, and making presentations.

Based on this backdrop, the authors are interested in undertaking more in-depth research on how MAN manages service marketing in Jambi Province. How about client satisfaction?

2. Methods

This study used a qualitative descriptive methodology using participatory observation to describe, describe, explore, and explain data regarding service marketing management in boosting client satisfaction at Madrasah Aliyah Negeri Jambi Province. According to Creswell (2018), qualitative research begins with assumptions, interpretive/ theoretical lenses, and research topic studies that investigate how individuals or groups perceive social or humanitarian issues.

The social context is the setting or site allocated for conducting research since the research is social research or the human or cultural environment (Mukhtar, 2013). This study's sociological situation is located in the Jambi province, with the division of the region as follows: 1) the northern section, known as MAN 2, Tebo Regency; 2) the middle section, known as MAN 2 Muaro Jambi Regency; and 3) the southern section, known as MAN 1 Batang Hari Regency.

The findings of the research subjects in this study were obtained by the use of a purposive sampling methodology, which is a sampling approach for data sources with specific considerations (Sugiyono, 2012). The subjects in this study include the Head of Madrasah, the Deputy Head of Madrasah for Curriculum, the Deputy Head of Madrasah for Public Relations, the Deputy Head of Madrasah for Student Affairs, the Deputy Head of Madrasah for Infrastructure, Teachers, Students, Alumni, and Alumni Parents from each of them. MAN in the Province of Jambi (MAN 2 Tebo, MAN 1 Batanghari, and MAN 2 Muaro Jambi). In this study, 51 participants participated as informants or respondents.

To acquire data or images in qualitative research, data collecting procedures such as observation, interviews, and study recording are widely employed. Data collecting in research, according to Sudaryono, is aimed to obtain reliable materials, information, facts, and information (Sudaryono, 2017). The researcher will not receive data that meets the defined data criteria if the data collection procedure is not used (Sugiyono, 2014).

This study's data analysis consists of two sorts of analysis: conducting analysis while refining the validity of the data and conducting analysis while interpreting the data as a whole. Data analysis activities include data reduction, data display, and conclusion drafting/ verification (Miles and Huberman, 2014).

3. Results and Discussion

Based on the data collected through observation, interviews, and documentation searches at Madrasah Aliyah Negeri Jambi Province, particularly in MAN 2 Tebo, MAN 1 Batang Hari, and MAN 2 Muaro Jambi, researchers may define service marketing management in boosting consumer satisfaction in MAN Jambi Province as follows:

1) Planning Services Marketing in MAN Jambi Province to Increase Customer Satisfaction

Tabel 1. Comparison of Services Marketing Planning Matrix in MAN Jambi Province in 2020

NO	FORMULATION OF THE PROBLEM	INDICATOR	RESEARCH LOCATIONS AND FINDINGS		
			MAN 2 TEBO	MAN 1 BATANG HARI	MAN 2 MUARO JAMBI
1	Services Marketing Planning	Market Identification	<ul style="list-style-type: none"> - Not done explicitly and in a deliberate manner - There is no formal program in place to determine the madrasah market; instead, it is confined to asking new students. 	<ul style="list-style-type: none"> - Not planned, programmed, or highly structured. - Based only on the results of student learning evaluations, which take into account students' potential and capabilities, as well as absorption. 	<ul style="list-style-type: none"> - Forming outreach teams to schools that have served as barns for new kids - One of the topics of committee meetings is to absorb or filter the needs of parents.

		<p>Segmentation and positioning in the market</p>	<ul style="list-style-type: none"> - MIPA and IIS jurisdictions are provided by the majors system. - The Al-Qur'an reading examination, which is used to select new pupils for admission. - Because it is not yet evident what the feature is, it is unclear whose positioning is owned and carried out. 	<ul style="list-style-type: none"> - Observing the proclivity of students, the majority of whom are from villages and desire the possibility to engage practical worship - Developing programs that are pertinent to this, such as congregational prayers, Yasinan and Tahlilan, and so on. - The placement that has been done and owned has yet to be seen. 	<ul style="list-style-type: none"> - Recognizing the community's need for religious education - Establishing the Department of Religion - Creating a student handbook titled "Preparing Students to Return to Society" - Remember Juz 30 as a pass requirement that is billed every Wednesday and Thursday morning.
		<p>Product Differentiation</p>	<ul style="list-style-type: none"> - Recently introduced the Drum Band Training Program and the Tahfizh Al-Qur'an Program - So far, no exceptional product or program has distinguished it from other schools. 	<ul style="list-style-type: none"> - Do not offer a product or program that is significantly different from those offered by other schools. - Scouting and Drum Band are two well-known programs. 	<ul style="list-style-type: none"> - Has a number of religious programs and is active in them, such as guidance for organizing the corpse, tahsin al-Qur'an, guidance for barzanji prayers, calligraphy, memorizing Juz 30, and yasinan and tahlilan.
		<p>Madrasah Marketing Communication</p>	<ul style="list-style-type: none"> - As a form of madrasah communication, technical problems for promotion are discussed during the preparatory meeting for new student admissions. 	<ul style="list-style-type: none"> - Madrasah communication takes the shape of promotional activities. - Prior to the promotion, a committee for new student admittance was created at the regular madrasah meeting. 	<ul style="list-style-type: none"> - Madrasah communication takes the form of promotion. - Established a committee for new student admission; - Established a socialization team and brochures

		Madrasah Services	Carrying the slogan "Smart Campus" (Competent, Effective, Friendly, Discipline, Religious, Polite)	<ul style="list-style-type: none"> - Adhering to the motto "Serve sincerely, professionally, friendliness, and politeness" - Adapted to office requirements 	<ul style="list-style-type: none"> - Adhering to the slogan "cultivate pleasantries, smiles, greetings, and civility" - Putting in place good procedures and services - Teachers and TU work together to pay attention to, care for, and give good services to students. For example, if a student becomes ill, they are cared for and attended; even if they must be carried to the puskesmas, they must be accompanied by a teacher.
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Based on the comparison matrix of service marketing strategy carried out by MAN Jambi Province, it can be seen and concluded that the marketing of MAN 2 Muaro Jambi is superior and occupies the number one position, followed by MAN 2 Tebo, and finally MAN 1 Batang Hari, as shown in the graph below:

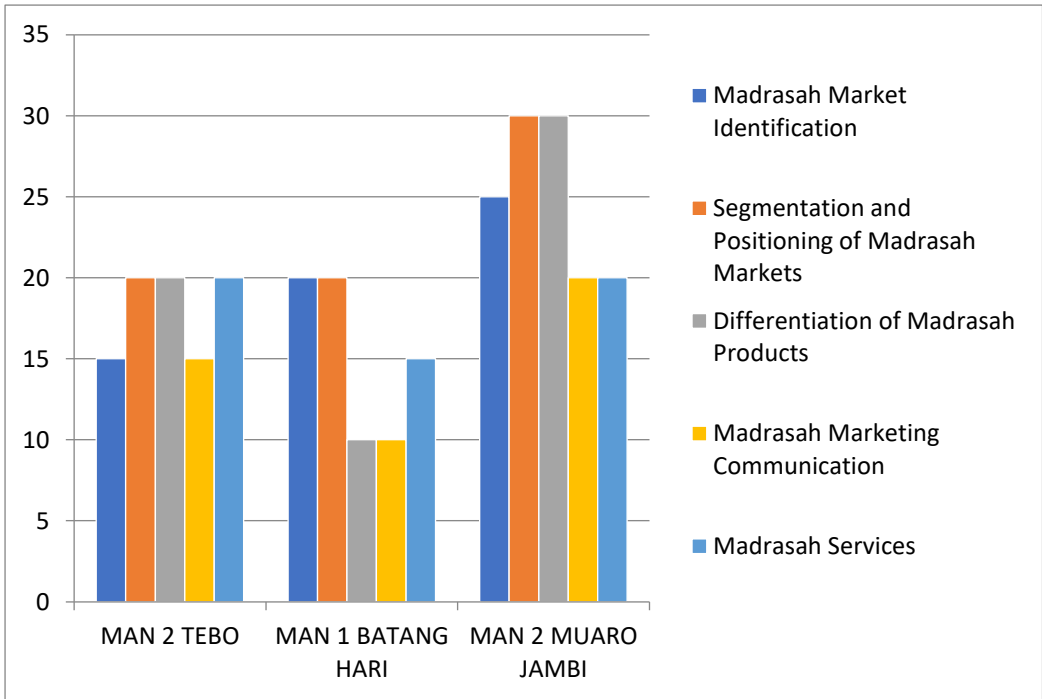


Figure 1: Service Marketing Planning Comparison in Increasing Consumer Satisfaction in MAN Jambi Province

Based on the graph above, it is possible to conclude that MAN 2 Muaro Jambi has stronger service marketing planning than MAN 2 Tebo and MAN 1 Batang Hari.

2) Organizing Service Marketing in MAN Jambi Province to Increase Customer Satisfaction

Table 2: Service Marketing Organizing Matrix Comparison in Increasing Customer Satisfaction in MAN Jambi Province

FORMULATION OF THE PROBLEM	INDICATOR	RESEARCH LOCATIONS AND FINDINGS		
		MAN 2 TEBO	MAN 1 BATANG HARI	MAN 2 MUARO JAMBI
Organizing Marketing Services	Division of Work, Authorities and Responsibilities	<ul style="list-style-type: none"> - Issue a decision of the madrasah's head about the allocation of main duties and supplementary duties of instructors as deputy madrasah head, homeroom teacher, supervisor, and others. - Make a proclamation for the activity committee. 	<ul style="list-style-type: none"> - The head of the madrasah issues a decree about the assignment of primary tasks and supplementary responsibilities for MAN 1 Batang Hari instructors for one academic year - Make a committee decree for all activities 	<ul style="list-style-type: none"> - The deputy head of the madrasah is directly elected by the teachers' council. - The Head of Madrasah and Deputy for Curriculum selects and assigns instructors to roles like as topic teachers, homeroom teachers, and supervisors. - Establishing all activity committees in madrassas and elsewhere.
	Job Reporting	Making accountability reports, both oral and written, on every activity carried out by each committee or field.	Submit accountability reports, both oral and written, for every activity carried out by each committee or field.	<ul style="list-style-type: none"> - Orally delivering reports pertaining to their respective responsibilities in routine meetings - Create a written SPJ about the coaching program that was completed.

Based on the data in the table above, it is possible to conclude that marketing services have been organized in order to increase customer satisfaction in MAN Jambi Province. The division of duties and authorities takes the form of the Head of Madrasah issuing a Decree concerning the Distribution of Main Duties and Additional Duties of Teachers in MAN Jambi Province, both as Deputy Head of Madrasah, homeroom teacher, and other coaches.

The following graph depicts the organization of service marketing in MAN Jambi Province:

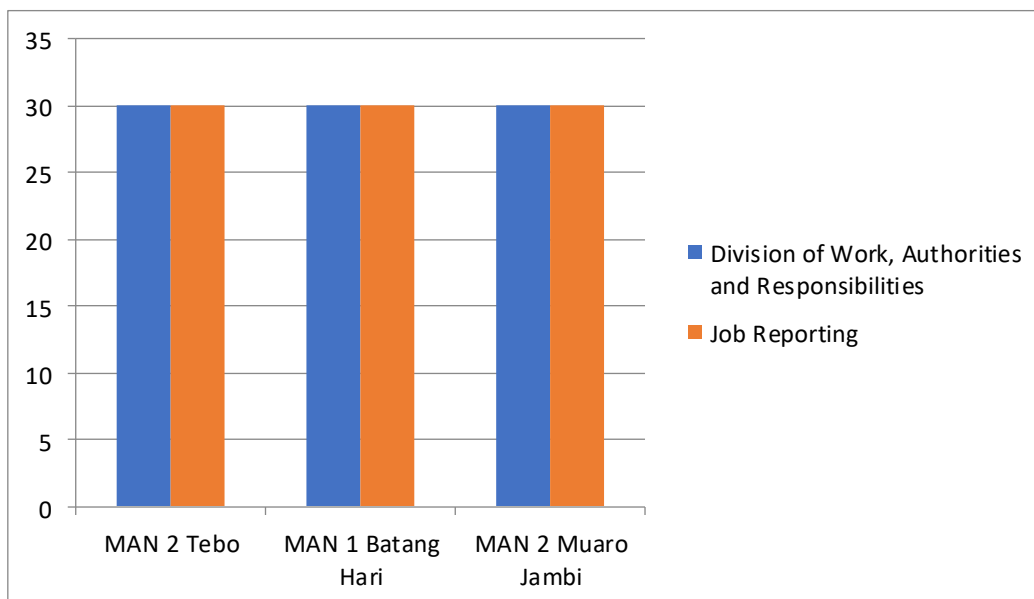


Figure 2. Comparison Chart of Service Marketing Organization in MAN Jambi Province

Based on the graphic data above, it is possible to infer that three MANs in Jambi Province have carried out a rather excellent organizational process, namely by dividing the major functions of instructors and supplementary assignments of instructors, as well as responsibilities in line with existing legislation. Furthermore, at the end of each semester, each sector reports their work results to the madrasah's head, both orally and in writing.

According to Musfah (2015), the clarity of individual or group tasks would, of course, create responsibility. As a result, a leader must distribute tasks to the appropriate people based on his position and competency, so that the work runs or is done to the required quality.

3) Implementation of Service Marketing to Improve Customer Satisfaction in the Province of MAN Jambi

According to Machali and Hidayat (2018), in the context of education, this marketing mix contains numerous critical components that can be combined to build a marketing plan that can be used to win the competition. This comment is particularly pertinent to Kotler's marketing mix theory, which states that the marketing mix is a sequence of marketing elements that may be controlled by an institution and mixed in such a way that goals in the target market are achieved.

This marketing mix's primary components are known as the 7Ps: product, price, place, promotion, people, physical evidence, and process.

Table 3. Service Marketing Implementation Data Matrix Comparison in Increasing Customer Satisfaction in MAN Jambi Province

FORMULATI ON OF THE PROBLEM	INDICAT OR	RESEARCH LOCATIONS AND FINDINGS		
		MAN 2 TEBO	MAN 1 BATANG HARI	MAN 2 MUARO JAMBI
Service Marketing Implementation	<i>Product (Program)</i>	<ul style="list-style-type: none"> - Curriculum-compliant subjects - Holds MIPA and IIS degrees - Extracurricular activities such as scouting, drum band, calligraphy, and paskibraka are examples of extracurricular activities. - Activities for self-development, such as UKS, PMR, OSIM, KSM, Religion, Sports, Journalism, and KIR. - However, not all of these activities were carried out and developed to their full potential. 	<ul style="list-style-type: none"> - Curriculum-compliant subjects - Holds MIPA and IIS degrees - Extracurricular activities such as scouts, drum bands, etc. - Self-improvement activities such as UKS, PMR, OSIM, KSM, and KIR - Religious activities include Yasinan on Friday mornings, zhuhur in congregation, and cults. - Daily literacy in the first hour, which consists of reading short chapters - However, not all of these activities were carried out and developed to their full potential. 	<ul style="list-style-type: none"> - Curriculum-based subjects - Majors in Mathematics, IIS, and Religion - Extracurricular activities such as Scouting, Paskibraka, PMR, UKS, OSIM, Karate, Volley Ball, and Futsal are examples of extracurricular activities. - Religious activities such as Tahsin al-Qur'an, Yasinan and Tahlilan guidance, Sholawat Barzanji, Calligraphy, and Memorization of Juz 30, Zuhr in congregation, and Dhuha Prayers every Tuesday and Wednesday morning. - Received payment by rote juz 30 on Thursday morning - In general, all activities are taking place.

	<i>Price</i>	Students just pay Rp. 50.000, - each month in tuition fees (committee).	Students are not charged any fees (madrasas are free)	Students just pay Rp. 43,000, - each month in tuition fees (committee).
	<i>Place</i>	<ul style="list-style-type: none"> - In the heart of Tebo Regency, - Easy access - The site is right on Jalan Lintas Tebo-Bungo, - It is very simple to get there by public and private transportation. 	<ul style="list-style-type: none"> - Located in the boundaries of Muara Bulian, Batang Hari Regency, - The location is right on Jalan Lintas Jambi-Bungo, - making it very convenient to get there. - It is very simple to get there by public and private transportation. 	<ul style="list-style-type: none"> - Muaro Jambi Regency is located in the heart of Sengeti City. - Access is simple to obtain from all directions. - The address is Jalan Lintas Jambi-Pekanbaru. - It is very simple to get there by public and private transportation.
	<i>Promotion</i>	<ul style="list-style-type: none"> - Advertising in the form of website adverts - Billboards, banners, and pamphlets - Social media platforms such as Facebook, Twitter, and Instagram - PSB socializing visits to MTs and SMP 	<ul style="list-style-type: none"> - Advertising in the form of website adverts - Brochures and banners - Social media platforms such as Facebook, Twitter, and Instagram - Visitation through participation in Regency and Province competitions and events - Alumni play an important role, but it is not being fully utilized. - 	<ul style="list-style-type: none"> - Advertising in the form of website adverts - - Banners and brochures - Social media platforms such as Facebook, Twitter, and Instagram - Outreach to SMPs and MTs in Muaro Jambi Regency following every competition in the district and province. - Invitations in the form of inviting SMP / MTS students to PORSENIMA, PTA, and other organizations. - The celebrity of some alumni who are already well-known in society.

	<i>People</i>	<ul style="list-style-type: none"> -15 people ASN teacher - 19 Non ASN Teachers - Strata Two (S.2) 6 people -Undergraduate (S.1) 28 people -10 teachers have been certified -Administration of 2 civil servants, the rest are honorary 	<ul style="list-style-type: none"> -20 people ASN teacher - 10 Non ASN Teachers -Strata 3 (S.3) 1 person -Strata 2 (S.2) 7 people -Strata 1 (S.1) 22 people -22 people have certified teacher -Administration of 5 ASN and undergraduate (S.1) people, the rest are honorary with S.1 and SMA certificates 	<ul style="list-style-type: none"> - 13 people ASN teacher - 15 Non ASN Teachers - Strata 2 (S.2) 1 person - Strata 1 (S.1) 27 people - 13 teachers have been certified - Administration of 2 ASN people, and 1 undergraduate (S.1), the rest are honorary with S.1 and SMA certificates
	<i>Physical Evidence</i>	<ul style="list-style-type: none"> - Has a sufficient infrastructure, such as a library, a headroom and administration, a prayer room, a computer laboratory, a toilet, and so on. - It lacks a scientific laboratory and its associated equipment, and it is now used as a teacher council meeting room - There is no permanent parking spot. - There is no dedicated waka room. - The back and side fences are not permanent and allow students to easily enter and exit. - There is currently no adequate and healthy student canteen 	<ul style="list-style-type: none"> -Has an adequate infrastructure, such as a library, a headroom and administration, a prayer room, a computer laboratory, a hall, restrooms, and so on. -Has a science lab and equipment, although it is not well kept. -Has a language laboratory, however it is only utilized for teacher meetings. -There is no permanent teacher council chamber. -There is no permanent parking spot. -There isn't a separate room for waka -Lacks a proper and healthy canteen 	<ul style="list-style-type: none"> - Lacks enough infrastructure, such as a proper library room, computer laboratory, hall, science labor, language labor, and so on. - Has a scientific laboratory, however it is now being used as a teacher council room. - Lack of suitable IPA laboratory equipment - There is no permanent teacher council chamber. - Does not have a permanent deputy chief of staff. - There is no place for student organization activities. - There is no permanent parking spot. - There is no dedicated waka room. - Lacks a proper and healthy canteen

	<i>Process</i>	<ul style="list-style-type: none"> - In conformity with federal regulations - KBM runs from 7:00 a.m. to 13:50 p.m. - Divided into 10-12 JP every day for a total of around 40 minutes per JP. 	<ul style="list-style-type: none"> - In accordance with the provisions of the government - KBM starts from 07.00 - 15.30 in the afternoon - Divided into 10 JP per day, with a duration of approximately 45 minutes per JP 	<ul style="list-style-type: none"> - In compliance with government regulations, - KBM operates from 7:00 a.m. to 5:00 p.m. - Divided into 10-12 JP every day, with a duration of 45 minutes per JP. - Dhuha prayer at the mosque every Tuesday and Wednesday morning from 07.00-07.30, every Thursday morning Memorization Juz 30, every Friday morning Yasinan, and every Saturday morning exercise together.
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Based on the research data in the table above, the following graph depicts comparative data on the use of service marketing in enhancing customer satisfaction in MAN Jambi Province:

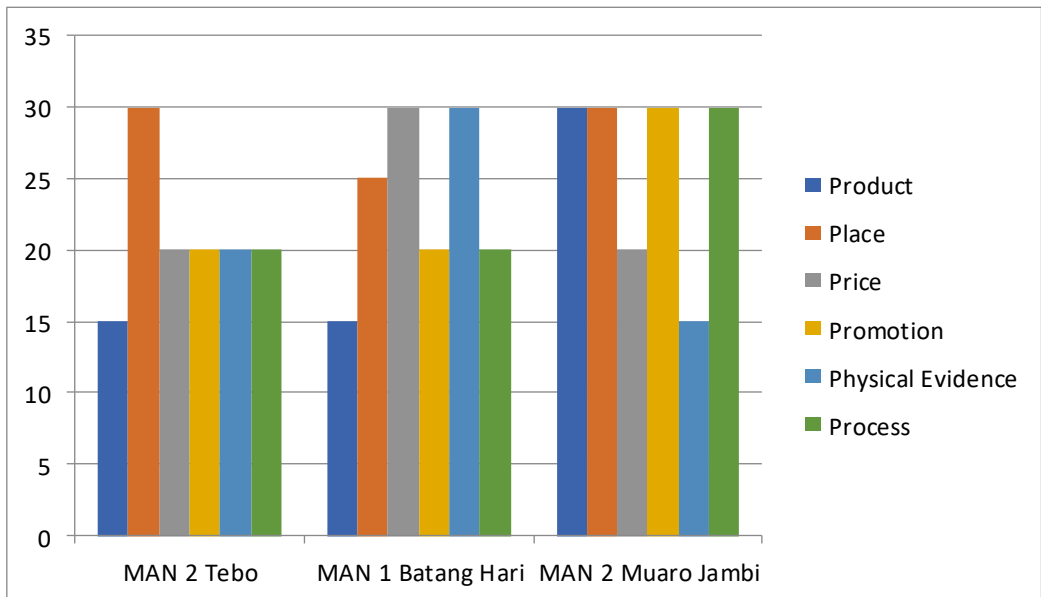


Figure 3. Graph of Service Marketing Implementation in the MAN Jambi Province in 2020.

Based on the visual data above, it is possible to conclude that the elements of the marketing mix of MAN 2 Muaro Jambi are superior in terms of marketing service implementation when compared to MAN 1 Batang Hari in second place and MAN 2 Tebo in third place.

4) Marketing Services Supervision/ Control in Increasing Customer Satisfaction in MAN Jambi Province

The following comparison table is based on the research findings above regarding the supervision of service marketing in enhancing customer satisfaction in MAN Jambi Province:

Table 4. Comparison Matrix of Service Marketing Supervision in MAN Jambi Province in 2020

FORMULATI ON OF THE PROBLEM	INDICATOR	RESEARCH LOCATIONS AND FINDINGS		
		MAN 2 TEBO	MAN 1 BATANG HARI	MAN 2 MUARO JAMBI
Service Marketing Supervision/ Control	Input (Recruitment, Selection and Training of Employees)	<ul style="list-style-type: none"> - Civil servants are allocated directly by the Ministry of Religion - Honorary through material tests and teacher needs - Rarely attend and hold training 	<ul style="list-style-type: none"> - Civil servants are directly appointed by the Ministry of Religion. - Honorary through material selection and in accordance with teacher demands - Participate in and hold training, both outside and inside, on a rare basis. 	<ul style="list-style-type: none"> - Civil servants are directly appointed by the Ministry of Religion. - Honorary through material selection, interviewing, and teaching practice, as well as tailoring to the demands of the instructor - Requesting authorization from the district ministry of religion - Frequently follows up on and performs internal training
	Procedure (Evaluation and compensation of teacher and employee performance)	<ul style="list-style-type: none"> - Via online and manual absence reports, as well as direct checks - There are rarely any disciplinary procedures taken against violators. 	<ul style="list-style-type: none"> - Using a manual and online timesheet - Absenteeism among teachers and staff is rarely punished, even when it is reported. 	<ul style="list-style-type: none"> - Using the online attendance application, which is supplemented with offline attendance - Direct supervision by Waka Curriculum, aided by daily picket teachers - Teachers who are absent are penalized in accordance with applicable

				requirements
	Output (marketing audit of marketing objectives, strategies and performance in a comprehensive manner)	Oral and written reports are given at regular semester and annual madrasah sessions.	Oral reports during normal meetings, as well as written reports on actions involving BOS money	Oral reports during normal meetings, as well as written reports on actions involving BOS money

5) Customer Satisfaction in MAN Jambi Province

Table 5. Consumer Satisfaction Comparison Matrix in MAN Jambi Province in 2020

FORMULATION OF THE PROBLEM	INDICATOR	RESEARCH LOCATIONS AND FINDINGS		
		MAN 2 TEBO	MAN 1 BATANG HARI	MAN 2 MUARO JAMBI
Consumer Satisfaction	Popularity of Madrasahs	People are generally aware of the existence of MAN, but are less familiar with its programs, accomplishments, and benefits.	People are generally aware of the existence of MAN, but are less familiar with its programs, accomplishments, and benefits.	People are generally aware of the existence of MAN, but are less familiar with its programs, accomplishments, and benefits.
	Competent Teacher	Most teachers have taught in accordance with students' expectations, yet there are still some teachers who are unable to educate effectively.	Most teachers have taught in accordance with students' expectations, yet there are still some teachers who are unable to educate effectively.	Most teachers have taught in accordance with the expectations of their students, but there are still some teachers who are unable to teach adequately, are too clueless, and are too stiff.
	Completeness of Facilities	The majority of the main buildings are already owned, with the exception of a few supporting facilities that are desperately needed by students. For example, the Science Labor and its equipment, the Language Labor and its equipment, computer labor that is not entirely	Except for some supporting infrastructure whose work has not been maximized, the most of the primary facilities are already owned. For example, the Science Labor and its equipment, the Language Labor and its equipment, computer labor that is not entirely functional for studying, parking that is not permanent,	The majority of the main facilities are already owned, with the exception of some supporting infrastructure, such as the Science Laboratories and their equipment, Language Laboratories and their equipment, computer laboratories, temporary parking spaces, teachers' assembly rooms that use the Science laboratories, library space that is not yet feasible, and the representative room that is no longer in use.

		functional for studying, parking that is not permanent, and learning infrastructure that is insufficient.	and learning infrastructure that is insufficient.	
	Interesting program	<ul style="list-style-type: none"> - Scouts - Paskibraka - Drum band - Religious activity - Tahfizh al-Qur'an 	<ul style="list-style-type: none"> - Scouts - Drum band - Religious activity 	<ul style="list-style-type: none"> - Scouts - Paskibraka - Volly Ball Sports - Tahsin al-Qur'an - PENSI - Calligraphy - Sholawat-Barzanji

Based on the data in the preceding table, the following graph regarding customer satisfaction in MAN Jambi Province in 2020 can be given.

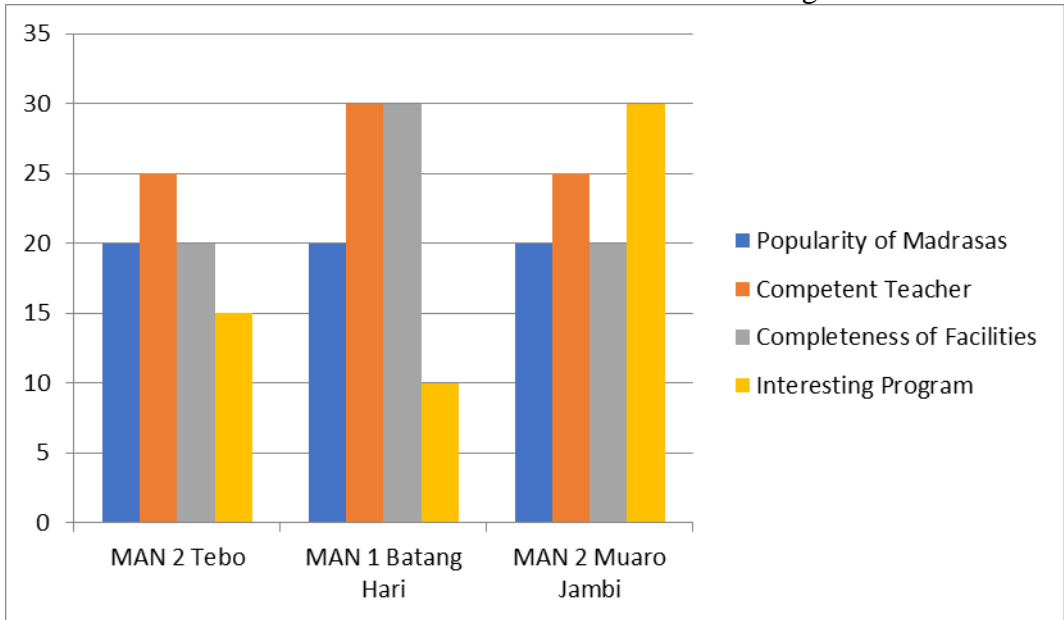


Figure 5: Comparison Graph of Consumer Satisfaction in MAN Jambi Province in 2020

Based on the graph above, it is possible to assume that customer satisfaction at MAN 2 Muaro Jambi is higher for certain of the items or services offered. This graph, however, may not totally reflect consumer happiness in each madrasah. For example, though the completeness of facilities at MAN 1 Batang Hari is far

superior to that of other madrasas, the facilities at MAN 1 Batang Hari have not been utilized efficiently for student learning activities.

6) Factors Supporting and Restraining Service Marketing Management in Increasing Customer Satisfaction in MAN Jambi Province

Table 6. Matrix Comparison of Marketing Management Supporting Factors and Barriers to Increasing Customer Satisfaction in MAN Jambi Province

FORMULATION OF THE PROBLEM	INDICATOR	RESEARCH LOCATIONS AND FINDINGS		
		MAN 2 TEBO	MAN 1 BATANG HARI	MAN 2 MUARO JAMBI
Factors that help and hinder the marketing of services	Supporters	<ul style="list-style-type: none"> - Strategic location and a broad range of services - A plethora of extracurricular activities - Reasonable prices - Professional educators (S.1 and S.2) 	<ul style="list-style-type: none"> - No madrasa fees - Trained teachers (S.1, S.2 and S.3) - The infrastructure is nearly finished. 	<ul style="list-style-type: none"> - The price is reasonable. - Teachers have plenty of human resources because the majority of them are still in S.1. - Strategic location with a lot of room for growth
	Blockers	<ul style="list-style-type: none"> - Competition from SMA, SMK, and Pesantren is fierce. - Lack of human resources with expertise in the field of service marketing - There is a significant absence of infrastructure. - A lack of government aid in providing comprehensive amenities. - A general lack of public understanding and interest in society 	<ul style="list-style-type: none"> - Less favorable location on the outskirts of the city - Tight competition with SMAN 1, SMAN 6, and SMKN 1. - Lack of human resources with expertise in the field of service marketing - Inadequate public awareness and interest 	<ul style="list-style-type: none"> - Parents' awareness of the institution remains poor - There are no human resources who are professionals in the field of service marketing - There are numerous structural deficiencies - A lack of government aid in providing comprehensive amenities.

The following graph is based on a comparison table of study data on supporting and inhibiting variables of service marketing management in boosting customer satisfaction in MAN Jambi Province:

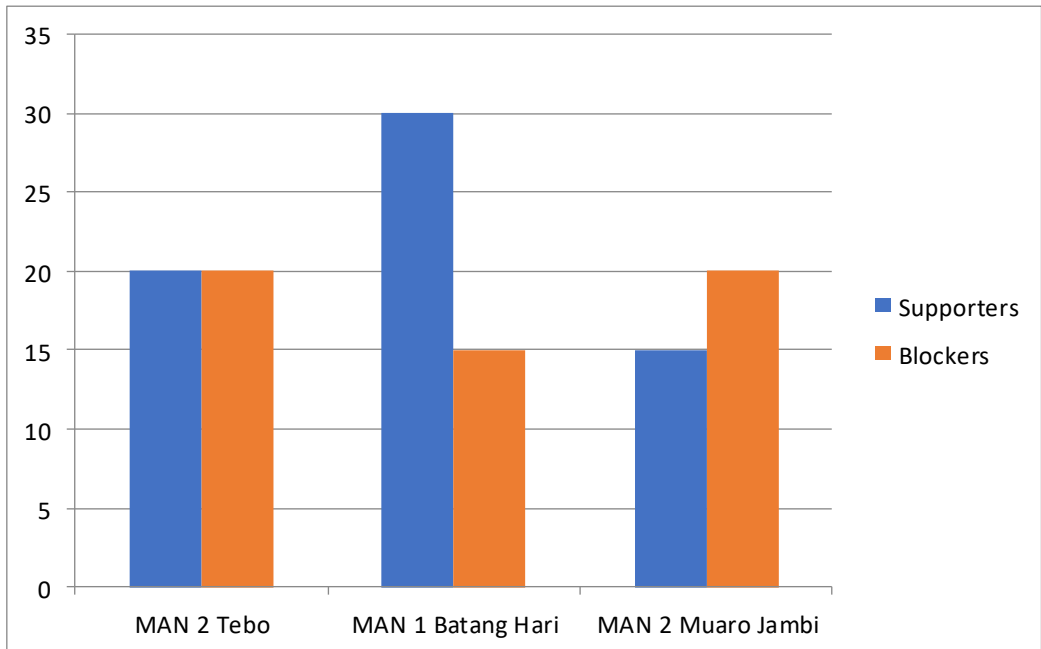


Figure 6. Comparison Chart of Supporting and Constraining Factors Marketing of Services at MAN Jambi Province in 2020

Based on the graphic data presented above, it is possible to conclude that MAN 1 Batang Hari has more options and possibilities to sell its educational services than MAN 2 Tebo and MAN 2 Muaro Jambi. Because, in terms of supporting aspects, MAN 1 Batang Hari has a higher potential than other MANs, specifically in terms of free madrasah charges, more civil officials and licensed teachers, and a more complete infrastructure. The inhibitory factor is likewise reduced when compared to other MANs, and only differs in sites that are a little outside of Muara Bulian, while the others are the same. If this condition can be improved, it is not inconceivable that MAN 1 Batang Hari will improve and be able to compete with public schools in the area in the future. Meanwhile, MAN 2 Muaro Jambi faces a difficult struggle because the hindering factors outnumber the supporting aspects. MAN 2 Muaro Jambi is still hampered by inadequate infrastructure, a lack of public servants and qualified teachers, the bulk of teachers being undergraduate (S.1), and only one individual being strata two (S.2). MAN 2 Tebo, on the other hand, has a good balance of supporting and inhibiting

variables. However, if the supportive factors are maximized, it is feasible that the obstructing elements will be overcome, and MAN 2 Tebo will be able to compete with other public schools in the future.

4. Conclusion

Based on the findings of a study on service marketing management and boosting customer satisfaction in MAN Jambi Province, the following research conclusions may be made: 1) service marketing planning in MAN Jambi Province is carried out through the following processes: identification of madrasah markets, market segmentation madrasah and positioning, madrasah product differentiation, madrasah marketing communications, and madrasah services; 2) service marketing organization in MAN Jambi Province has been established; 3) Implementation of service marketing in increasing customer satisfaction in MAN Jambi Province through the marketing mix approach; 4) formal supervision/control of service marketing in increasing consumer satisfaction in MAN Jambi Province through semiannual and annual meetings; and 5) the level of customer satisfaction in MAN Jambi Province.

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