

ABSTRACT

Analysis of Parents' Preferences in Choosing Private Schools in Sumenep Regency

Keywords: Preferences, Parents, Private Schools

This research aims to reveal the preferences of parents of students in choosing private schools in Sumenep Regency, a case study of SDIT Al-Hidayah, SDIT Al-Wathoniyah.

This research uses qualitative research with a descriptive approach. Data sources were selected from parents of students at SDIT Al-Hidayah, SDIT Al-Wathoniyah. The data collection techniques used are observation, interviews and documentation. Data analysis using data reduction, data presentation, and drawing conclusions.

The results of the research show that there are three basic reasons for parents choosing private schools, including, 1) School culture, the culture implemented at SDIT Al-Hidayah and SDIT Al-Wathoniyah applies a culture of greetings, greetings and congregational prayers. 2) School fees, school fees which are quite high compared to state schools are also a reference for the quality of learning and school facilities, 3) Quality of professional teachers, the quality of professional teachers such as primary school teachers is also one of the considerations for parents in choosing a private school, coordination between teachers and parents are also a significant reason.