



THE BEHAVIOR OF CUSTOMERS CHOICE IN EDUCATIONAL INSTITUTIONS

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DOI: <https://doi.org/10.37758/jat.v2i3.331>

Received: Oktober 2021

Accepted: November 2021

Published: Desember 2021

Abstract :

This study aims to analyze consumer behavior in making choices in educational institutions during the pandemic at MTs Nurul Jadid based on Islamic boarding schools. This research method uses a qualitative approach to the type of case study. This study shows that from the many differences in people's behavior in choosing a product/service, there has been a change in the current pandemic. The community's changes in behavior experienced by the community are caused by consumers feeling that government policies related to distance learning are no longer conducive to their children. Therefore, the public tends to prefer educational institutions that continue to carry out face-to-face learning during the pandemic. Based on the analysis and discussion, consumer behavior in choosing educational institutions during the pandemic is based on the following five things: Value Added, Good Performing Image, Blended Learning Method's, Health Protocol Policy, and Repetitive Activities.

Keywords : *Costumer behaviour, choice, pandemic Covid-19*

Abstrak :

Penelitian ini bertujuan untuk menganalisis perilaku konsumen dalam menentukan pilihan pada lembaga pendidikan pada masa pandemic di MTs Nurul Jadid yang berbasis pesantren. Metode penelitian ini menggunakan pendekatan kualitatif jenis studi kasus. Hasil penelitian ini bahwa dari sekian banyak perbedaan perilaku masyarakat dalam memilih sebuah produk/jasa mengalami perubahan pada masa pandemi seperti sekarang. Perubahan perilaku yang dialami masyarakat disebabkan karena konsumen merasa bahwa kebijakan pemerintah terkait pembelajaran yang dilakukan secara jarak jauh tidak lagi kondusif untuk anak-anaknya. Oleh sebab itulah, masyarakat selaku konsumen cenderung lebih memilih lembaga pendidikan yang tetap melakukan pembelajaran tatap muka di masa pandemi. Berdasarkan analisis dan pembahasan maka perilaku konsumen dalam memilih lembaga pendidikan di masa pandemi di dasarkan pada lima hal berikut: Value Added, Good Performing Image, Blended Learning Method's, Health Protocol Policy, dan Repetitive Activities bahwasanya

Kata Kunci: *Perilaku konsumen, pilihan, pandemic Covid-19*

INTRODUCTION

Currently, countries worldwide are experiencing a multidimensional crisis caused by the Covid-19 pandemic, which has not been completed for the last two years (2019-2021). Covid-19 (Corona Virus Disease) is a new type of variant caused by SARS-CoV-2 (Singhal, 2020). This virus interferes with the human respiratory system from mild to severe symptoms. As a result of this endless pandemic, all sectors of life have been affected by the Covid-19 pandemic, especially the education sector. The government enforces PPKM in restraining the pace of development of Covid-19, which impacts all elements. The community is forced to stop every activity outside the home, including the teaching and learning process (PBM) in educational institutions. Education is a learning process that aims to develop talent in students, whether it is personality, intelligence, spiritual, or religion (Juliya & Herlambang, 2021)

Education as one of the sectors that impact the Covid-19 pandemic seems to force parents as consumers of education to think more rationally about education at this time. The policy on distance learning, which has been going on for almost two years, has made parents nervous at home because learning that is expected to meet the needs of children about the world of education has another impact on children. Children tend to ignore the learning process because they feel no one is watching; they often play gadgets for unnecessary things under the pretext of learning, ineffective learning flows, and many other problems. This then triggers parents to think more about what kind of education will be taken for the next level of education. From this problem, there was a change in consumer behavior in choosing an educational institution for their children; parents experienced a thought transformation to enter their children into educational institutions that continued to carry out the learning process properly even during the pandemic. The choice then fell on educational institutions under the auspices of Islamic boarding schools, in addition to the safe environmental conditions as well because Islamic boarding schools continue to carry out face-to-face learning processes

Schools are educational institutions that provide the human resources needed to develop the nation's education. Educational institutions are institutions, media, forums, or specific situations and conditions that allow the implementation of learning in a structured and traditional way that has been created previously (Rahman, 2018). Given the speedy development of education, every educational institution tries to balance itself by carrying out many transformations by optimizing the quality of educational institutions. A madrasa management system is implemented that refers to Madrasah-Based Management (Maujud, 2018). This seems to provide more room for movement to improve the quality of educational institutions in the future.

As a result of this pandemic, the Government issued a policy related to the temporary suspension of face-to-face meetings at all educational institutions in Indonesia (Sumantyo, 2020). On March 24, 2020, the Circular Letter was officially issued by the Minister of Education and Culture of the Republic of Indonesia Number 4 of 2020 concerning the Implementation of Educational Policies in the Emergency Period for the Spread of Covid-19 (Dewi, 2020). This

was then responded well by the Nurul Jadid Islamic Boarding School, which oversees several educational institutions as a challenge to provide excellent service even when face-to-face meetings are disabled.

To answer parents' concerns regarding government policies regarding the temporary suspension of face-to-face meetings, Islamic boarding schools innovate to make several transitions related to learning models used for students during the Covid-19 pandemic. The Nurul Jadid Islamic Boarding School chose to use an online approach to comply with government policies. Distance learning is structured to use an electronic or computer system so that it supports the process of learning activities (Nindiati, 2020). Online learning is nothing new in the world of education. Many schools implemented it a few years ago, but distance learning is the best alternative that can be done so that the learning process is not neglected due to this pandemic. This online learning is carried out according to the capabilities of each institution under the auspices of the Nurul Jadid Foundation.

One of the institutions under the auspices of the Nurul Jadid Foundation is MTs Nurul Jadid which experienced a significant increase in the number of students during the Covid-19 pandemic as it is now compared to last year. This is because the community feels that Mts Nurul Jadid can meet the needs of parents regarding educational standards for their children. Parents are increasingly convinced to include their sons and daughters because the track record of MTs Nurul Jadid is unquestionable. Among the many institutions under the auspices of the Nurul Jadid Foundation, MTs Nurul Jadid ranks first for new student admissions with the most categories. One thing that has become the prima donna that attracts parents from MTs Nurul Jadid is the BPK (Special Development Agency) Institution.

At first, online learning at MTs Nurul Jadid used digital technology such as google classroom, study house, zoom, video conference, telephone, live chat, and the like. Monitoring learning activities are coordinated with pesantren administrators by telephone or documentation of each activity to ensure interaction between teachers and administrators as a substitute for parents. The students are also happy to remember that they do not need to go to school to carry out learning activities. As the Mathematics and Natural Sciences teacher, SM also emphasized that online assignment activities using WhatsApp media at Islamic boarding schools were considered effective in an emergency due to the recent Covid-19 pandemic.

However, as time goes by, Pesantren again feels that this is not the final solution for every student in their educational institution. Distance learning has another effect in not being conducive to online learning activities. Starting from the report of the boarding school management about students who tend to pay less attention to learning activities because they feel that there are no teachers to supervise, and the number of students who do not come during class hours has made the pesantren return to innovate related to learning during this pandemic.

Until then, the pesantren issued a new policy related to learning activities in all institutions under the auspices of the pesantren by establishing the blended learning model as a method in student learning activities. Idris

(2018) defines blended learning as "the combination of different training "media" (technologies, activities, and types of events) to create an optimum training program for a specific audience. The term "blended" means that traditional instructor-led training is being supplemented with other electronic formats (a combination of different training "media" (technology, activities, and event types) to create an optimal training program for a particular audience. The term "mixed" means that traditional (face-to-face) learning is supported by learning using electronic). In line with the theory above, competition between educational institutions is increasing rapidly. Considering that every educational institution is competing to innovate to become an educational institution needed by the community in the era of the Covid-19 pandemic. Independently adapt to everything that changes drastically. This has led to a shift in people's mindsets to meet basic needs that can support their children's education. The situation seems to change people's perceptions into a new psychological level in deciding to choose the best educational institution.

Several previous studies related to consumer behavior have been carried out by Sumaryati & Gregie (2016), who stated that Quality Brand is the most influential variable on consumer buying behavior. Salmah (2015) states that consumer behavior factors have no significant effect on purchasing decisions. Purnama & Adi (2019) stated that green marketing has a positive and significant effect on consumer behavior.

Fahham (2020) explained that pesantren still cannot avoid face-to-face learning even during a pandemic like now. This opinion is supported by Hidayati et al., (2020) which state that face-to-face meetings can positively affect environmental education in Islamic boarding schools. While Wajdi (2020) is not in line with Muchaddam Fahham's opinion, as mentioned above, Wajdi considers that online learning is more effective during a pandemic, especially in pesantren-based educational institutions.

The authors are interested in researching how people perceive decisions in choosing educational institutions during a pandemic from the previous research above. The novelty of the research is that during a pandemic like this, parents are no longer concerned with the Brand Awareness of an educational institution but rather choose schools that are safe and conducive to face-to-face learning during the Covid-19 pandemic.

RESEARCH METHODS

This study uses a qualitative method with the type of case study which aims to analyze customer behavior towards decisions in choosing educational institutions during the pandemic. With a descriptive analysis approach to data related to research problems. The target of this research is MTs Nurul Jadid which is under the auspices of the Nurul Jadid Paiton Probolinggo Foundation. This research was conducted because it obtained data that MTs Nurul Jadid became the institution with the most significant number of students during the Covid-19 pandemic; another underlying reason is that MTs Nurul Jadid has a superior institution that is more popular than other institutions under its auspices. Nurul Jadid Foundation.

The informants of this study were the Principal, Deputy Head of

Curriculum, Deputy Head of Student Affairs, Teacher Council, and PKL Students, who were taken with a purposive sampling approach. To obtain information regarding why parents tend to choose MTs Nurul Jadid as an educational institution for their children, the researchers used in-depth interviews about innovations carried out by the agency during the Covid-19 pandemic.

Data collection was obtained from display analysis of all interviews with related parties, followed by observation and study of documents obtained during research activities in the field. Observation is an activity to observe directly without a mediator an object to take a closer look at the activities carried out (Azlina, 2021). Observations were made by considering the need to keep the interview process going naturally to remain focused on the predetermined sub-chapters. At the same time, Secondary Data in the form of essential documents owned by the institution is used to support and enrich the information obtained from the Observation process.

The conclusion is drawn using data reduction, which means selecting and grouping the data that has been obtained according to their respective themes, which will later become data that is systematically arranged according to the research theme. Second, the process of presenting temporary data. This process is carried out after the data is reduced, which is then continued to conclude the temporary data so that conclusions are found from the research.

RESULTS AND DISCUSSION

The results of the discussion show that customer behavior in choosing educational institutions during the pandemic is based on:

Value Added

MM as the Principal of MTs Nurul Jadid, said that what is meant by added value is an added value that occurs because of the process of improving systems, management, and governance in an institution. MM also does not deny that every educational institution must have a unique program that becomes a featured product to attract consumers and MTs Nurul Jadid. However, the main attraction for MTs Nurul Jadid is that the flagship program is not a unique program that other educational institutions commonly own. The flagship program of the BPK (Special Development Agency) is specifically for students who want to deepen their study of the yellow book and deepen their foreign language skills (Arabic and English).

As the Deputy for Student Affairs, SP added that the addition of the number of students during a pandemic like now is not just because MTs Nurul Jadid has advantages that other institutions may not have. However, other parties also play a role in the progress of MTs Nurul Jadid, namely the PMB Public Relations Team, who do promotions through social media such as websites, Facebook, WhatsApp, etc.

The promotion was carried out with the awareness that only programs alone could not convince parents to send their children to MTs Nurul Jadid without a Public Marketing Relationship Strategy. This strategy aims so that the planning that has been conceptualized at MTs Nurul Jadid can enter the brain window of the community, potential consumers, or prospective students

effectively to strengthen the positive image of schools and foundations as their parent institutions.

Another thing that is the reason for parents in the decision to choose an educational institution is because of the implementation of offline learning by MTs Nurul Jadid. Parents want their children to learn face-to-face because online learning is very influential on children's brain development. This is because offline learning is believed to develop children's intelligence. The public's online learning assessment is that distance learning has a more dominant-negative effect than face-to-face learning.

Blended Learning Method's

As Deputy Head of Student Affairs, SY explained that the Blended Learning method is learning with a mixed method between face-to-face and online. Regarding the learning policy with the blended learning method set by the Foundation, MTs Nurul Jadid is included in the category of institutions that may carry out face-to-face learning (face to face). ML added that this was supported because all students from that level were residents of the Nurul Jadid Islamic Boarding School, the majority of which were sterile from the possibility of being infected with the virus. As for the RA, TK, MI, and University levels, Islamic boarding schools enforce a policy of fifty-fifty between face-to-face meetings (PTM) and remote (online) meetings. This policy is undoubtedly based on several factors, significantly minimizing meetings with non-settlement residents.

HF confirmed the blended learning model meeting as an Indonesian Language Education Teacher and NAW as a student at Mts Nurul Jadid regarding implementing Blended Learning at MTs Nurul Jadid. This learning is carried out by learning for 8 hours in each meeting, with 6 hours using face-to-face meetings and the rest through online learning. Online learning is facilitated with television in each class to facilitate teachers' teaching and learning process.

However, this is entirely the institution's decision, for MTs Nurul Jadid, MM explained that not to carry out learning activities using the blended learning method, the decision was taken on the basis that learning disorders often occur due to unstable provider networks and lack of access for students in Islamic boarding schools. Instead, the institution takes a policy of reducing hours for each subject. If each meeting has a duration of 8 hours, the institution reduces it to 6 hours in each meeting with a duration of ± 90 minutes in each subject.

From the explanation above, it can be concluded that this learning model can attract people to choose MTs Nurul Jadid as an educational institution for their children during a pandemic like now.

Good Performing Image

MTs Nurul Jadid proves that it is not just an ordinary educational institution, evidenced by the many quality inputs in intelligence, morals, or other things. SPND as Deputy Head of Curriculum at MTs Nurul Jadid confirmed this; most MTs graduates were diaspora as students at State and Leading Madrasah Aliyah. SPND added that even though MTs Nurul Jadid is a

private institution, it can still show itself as an institution that can compete with other state institutions in donating the best alumni to be accepted at Madrasah Aliyah Negeri and famous.

PKL students at MTs Nurul Jadid SR as alumni also added that MTs Nurul Jadid is ready to guarantee quality outputs and can be competed with other well-known institutions. As proof of this, Afi Ahmad Ridho, an alumnus of MTs Nurul Jadid and managed to become a winner in the Santri contest to become Minister for a day held by the Ministry of Religion on October 17, 2021, in commemoration of National Santri Day 2021. History itself has proven the role and contribution of MTs Nurul Jadid in producing quality graduates, both in the past and now. This is an extraordinary achievement, considering that Afi has added to the series of appreciations given to the Nurul Jadid Islamic Boarding School as an educational institution that has produced quality cadres to produce extraordinary image performances abroad, especially the Indonesian people.

Health Protocol Policy

During the pandemic, Islamic boarding schools tighten health protocols that aim to ensure that all people outside and inside Islamic boarding schools can carry out activities safely and comfortably without disturbing the health and safety of others. Another proof that the Nurul Jadid Islamic Boarding School is an Islamic Boarding School that tightens health protocols is the award from PBNU as the best Islamic Boarding School in handling Covid-19 on January 7, 2021. Other AZZU street vendors admitted that during work practices at MTs Nurul Jadid, they must strictly maintain health procedures such as the obligation to wash their hands every time they carry out work, keep a mask during activities, keep a reasonable distance, and of course, the obligation to take the Genoese test for all employees who want to work. entering the MTs Nurul Jadid area. Even within the scope of the pesantren, AZZU emphasized that MTs Nurul Jadid was not in the least bit careless about the progress. This is to maintain the excellent image of the institution, both to the community, the leadership of the pesantren, or its students.

NF as the caretaker of the cooperative at MTs Nurul Jadid admitted that at first carrying out the procedures standardized by MTs Nurul Jadid was very difficult because, in addition to having to do a genome test before entering the MTs area, employees were also not allowed to take off masks, wash their hands every time and would do something, and keep a distance from students. However, NF also admitted that this was an effort to prevent the spread of the virus, considering that all employees came from outside the pesantren area. Efforts to tighten health procedures are indeed determined by taking care of all possibilities that could occur during a pandemic like now. According to MM, this is a mandate that must be maintained as well as possible because parents entrust their children to study at MTs Nurul Jadid with many considerations.

Repetitive Activities/ Repetitive Focus

MM mentions repetitive activities as the basis for choosing MTs Nurul Jadid for their children. Considering that MTs Nurul Jadid has been established since 1973, of course, graduates of MTs Nurul Jadid cannot be said to be few. Because of that, most of the students who attend MTs Nurul Jadid are the sons and daughters of alumni who want to connect the relationship by continuing their parents' struggle through their sons and daughters. MM explained that repetitive activities are activities that repeat the decision to buy or choose a product/service caused by customer loyalty. Parents were satisfied with MTs Nurul Jadid, who then chose MTs Nurul Jadid for their children. As a student at MTs Nurul Jadid, SDH admitted that she attended MTs Nurul Jadid at the request of her mother, an alumnus of MTs Nurul Jadid, then continued by her siblings until she ended up at SDH herself.

Customer behavior, better known as consumer behavior, is an action taken by consumers to make a purchase or choose a product/service (Safitri et al., 2020). This action is the process of selecting one of several alternative problems solving with real follow-up actions. The American Marketing Association in Peter and Olson (defines consumer *behavior* as "the dynamic interaction of effect and cognition, behavior and environmental events by which human beings conduct the exchange aspect of their lives." Cognition, behavior, and the environment in which humans carry out exchange activities in their lives) (Nofri & Hafifah, 2018).

Hutauruk (2020) also makes consumer behavior a picture that explains what consumers want, both short and long term. Kotler dan Amstrong formed seven service marketing mix concepts influencing decision-making efforts. The 7 mixes are product (product), price (price), promotion (promotion), place/distribution (place/distribution), physical evidence (physical facilities), people (people), processes (process) (Sona, 2018).

A pandemic has indeed affected consumer behavior towards many things regarding decisions to use services, especially educational institutions. After the pandemic, people are increasingly aware that it is essential to consider which institutions benefit their children, especially in dealing with online systems or schools. This research shows that before the COVID-19 pandemic, consumer activities in choosing schools tended to pay more attention to Brand Awareness in an educational institution. Meanwhile, during the Covid-19 pandemic, there was a change in consumer activity in choosing schools that tend to prefer educational institutions that continue to carry out conducive learning activities.

In line with Arifah's (2020). opinion, that change cannot be avoided because of the solid external drive accompanied by internal needs. The danger of covid-19 causes changes in consumer behavior in determining and choosing educational institutions. The meaning of changes in the narrow aspect is found in the behavior and mindset of individuals, while changes in the broad aspect are changes in the level of community structure which can later affect the

development of society in the future (Cholilawati & Suliyanthini, 2021). The theory shows that decision-making in choosing a school regarding the dimensions of school facilities is considered to no longer affect the decision to choose a school. This could be because this pandemic has forced parents to be more selective in choosing schools that remain focused on carrying out learning activities and are safe for their children.

This phenomenon then forced the Nurul Jadid Islamic Boarding School to redesign the learning process. The Islamic Boarding School always tries to find the best alternative for effective learning in the after-pandemic period. The first problem faced by pesantren is the difficulty in deciding the use of online media (online) as a learning medium in pesantren, considering that for the size of a pesantren, Nurul Jadid is one of the Islamic boarding schools that limits the use of electronic media. Even if there are media, it is only an assistant to the classical learning process. Until then, the pesantren took a policy to use the distance learning model (online); this was accompanied by considerations aimed at minimizing physical contact with non-residents. The use of this learning model has increased significantly and can reduce student boredom due to the Covid-19 pandemic. Online media has become a dynamic gateway to provide educational information worldwide since the detection of the Covid-19 pandemic (Mulenga & Marbàn, 2020). Pesantren hopes that all institutions will adapt to these innovations fully. Toquero stated the importance of using innovative teaching techniques and approaches through electronic media during this pandemic crisis in every educational institution (Toquero, 2020).

It does not stop there, along with the increasing percentage of the mukim population vaccinated, the pesantren again issues a new policy, namely changing the learning model that was previously 100% online into learning with a Blended Learning approach. Blended Learning model learning combines traditional learning and an electronic learning environment. The application of this learning model is expected that students can understand the material better in participating in learning. It can be concluded that the Blended Learning Model is a combination of face-to-face meetings with remote (online) meetings (Hayati & Wijaya, 2018). The Islamic boarding school combines both methods as a learning method during a pandemic; this is done to optimize the learning process during a pandemic. This learning model also provides added value compared to the face-to-face learning model because remote (online) meetings provide opportunities for students who are passive in the classroom to be more courageous. Nindiati (2020) about another added value of the blended learning model. Students cannot only rely on the material provided by the teacher, but students can also look for material individually in various ways, including by discussing with classmates, various open websites that support learning, etc

From the research that has been done, it was found that consumers are more inclined to make decisions in choosing educational institutions at MTs Nurul Jadid at the junior high school level. This is determined by several factors as follows:

First, the value addict MTs Nurul Jadid is the main reason consumers treat their children. They consider MTs Nurul Jadid to meet the needs that

every parent has for their child. The only owned program can attract the interest of parents who tend to want to choose the best for their children. The flagship program is not just a program that is commonplace in every educational institution, but MTs Nurul Jadid can ensure that the output produced will be what parents expect. Added value is one of the most critical indicators produced by an activity from a company/institution that reflects its characteristics (Aji et al., 2018). Parents are increasingly convinced that MTs Nurul Jadid is under the auspices of PP Nurul Jadid, considering that during the current pandemic, Islamic Boarding Schools are a valuable asset that cannot be compared with other formal educational institutions.

Second is the learning process at MTs Nurul Jadid already using the face-to-face learning method (PTM). Islamic boarding schools as parent institutions are very aware of the worst possible risks that will be faced, but Islamic boarding schools, which are essentially never separated from classical learning, must realize this as part of the vision and mission of the pesantren. Considering that the emphasis of pesantren is not only on transferring knowledge but also the formation of character and religion that must be internalized in everyday life in the pesantren environment. This kind of context can be called a 24-hour learning pattern (Fahham, 2020). All the activities of students in the pesantren are considered learning (living Islam).

In pesantren education, there will be four pillars of education initiated by UNESCO with the points: Learning to Know (Learning to Know), Learning to Do (Learning to be skilled at doing something), Learning to Be (Learning to be someone), Learning to Live Together (Learning to be someone). Learning to Live Together) (Priscilla & Yudhyarta, 2021). Such a pattern of education cannot be made remotely (online). Learning in Islamic boarding schools is essentially not much different from learning at formal institutions in general (Fahham, 2020). However, learning in which Islamic living is applied, especially with the four pillars mentioned above, cannot be represented or replaced with distance learning models (online). This theory is the basis for the pesantren's decision to re-impose face-to-face meetings at several institutions that are sheltered during the Covid-19 pandemic.

The third is based on the Good Performing Image owned by the Nurul Jadid Islamic Boarding School and the Nurul Jadid Islamic School itself. The Nurul Jadid Islamic Boarding School dares to prove its quality with many alumni who can enter higher education at international universities in the country and enter universities in various foreign countries. Not only wanting to take shelter under the parent foundation, but MTs Nurul Jadid also tries to create good performance in the eyes of consumers with innovations that continue to develop. Fourth, the basis for making this decision is because the pesantren implements the health protocol by what is recommended by the government. This is by the Decree of the Minister of Health of the Republic of Indonesia Number: Hk.01.07/Menkes/2332/2020 concerning Guidelines for Empowering Islamic Boarding Schools in the prevention and control of Covid-19, which contains health protocols which are a stipulation that all parties must obey in order to be able to carry out their activities. Return safely during the

Covid-19 pandemic (R, 2021). Fifth, customer loyalty causes customers to carry out repetitive activities. It is based on need-based customers, which are then continued by building their interest by conducting interactions according to their needs. Until then, loyal customers are generated who massively continue to use the services/services they have from this behavior.

On the whole, it can be concluded that consumer behavior during the pandemic experienced a pivotal change in choosing an educational institution for their children. Pesantren has become an alternative that is in great demand by the public lately, considering that pesantren is a non-formal educational institution that can guarantee all the needs of children, especially during a pandemic like today. Parents' concerns during the pandemic about children who have not attended school face-to-face for a long time are no longer a prolonged problem because the Nurul Jadid Foundation applies face-to-face learning in several institutions that are deemed possible while still complying with health protocols by the guidelines for holding face-to-face meetings. For Islamic boarding schools issued by the Ministry of Religion (Mustakim & Saepul, 2020). In the guidelines, it is stated that pesantren need to pay attention to four main provisions for the implementation of face-to-face learning in pesantren during the Covid-19 pandemic, namely: (1) forming a task force to accelerate the handling of Covid-19; (2) have facilities that meet health protocols; (3) safe from Covid-19, proven by a certificate from the task force for the acceleration of handling Covid-19 or the local government; (4) leaders, managers, educators, and students are in good health as evidenced by a health certificate from a local health service facility (Fahham, 2020)

CONCLUSION

The study results show that among the many differences in people's behavior in choosing a product/service, there has been a change in the current pandemic. The community's changes in behavior experienced by the community are caused by consumers feeling that government policies related to distance learning are no longer conducive to their children. For this reason, the public as consumers tends to prefer educational institutions that continue to carry out face-to-face learning during the pandemic. Based on the analysis and discussion, consumer behavior in choosing educational institutions during a pandemic is based on the following five things: Value Adde, Good Performing Image, Blended Learning Method's, Health Protocol Policy, and Repetitive Activities. The results of this study certainly have many shortcomings, so that the authors hope that further research will emerge that will bring new and perfect innovations to this research.

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