ABSTRAK

TK se-Yayasan Penyelenggaraan Ilahi Indonesia saat ini menghadapi dua permasalahan. Di satu pihak ada kecenderungan menurunnya jumlah siswa. Di pihak lain, ada peningkatan persaingan dengan sekolah lain. Kedua hal itu sangat berpengaruh terhadap keberlanjutan sekolah. Penulis melakukan penelitian ini untuk mendapatkan pedoman kebijakan pengelolaan sekolah di tengah situasi tersebut. Tujuan penelitian ini, (1) menganalisis pengaruh kinerja guru terhadap *value proposition* TK se-Yayasan Penyelenggaraan Ilahi Indonesia. (2) menganalisis pengaruh kinerja tenaga kependidikan terhadap *value proposition* TK se-Yayasan Penyelenggaraan Ilahi Indonesia. (3) menganalisis pengaruh persepsi orang tua siswa terhadap *value proposition* TK se- Yayasan Penyelenggaraan Ilahi Indonesia. Peneliti menggunakan metode kuantitatif. Data dianalisa dengan menggunakan regresi linier sederhana dengan bantuan *software* SPSS. Hasil penelitian (1) ada pengaruh kinerja guru terhadap *value proposition* antara variabel X1 (kinerja guru) terhadap variabel Y (*value proposition*) dengan R Square sebesar 0,277 artinya variasi variabel Y (VP sekolah) dipengaruhi X1 sebesar 27,7%. (2) ada pengaruh kinerja tenaga pendidikan (X2) yang pengaruh signifikan terhadap VP dengan R Square sebesar 0,562. Variasi variabel Y (VP sekolah) dipengaruhi variabel X2 sebesar 56,2 %. (3) ada pengaruh persepsi orang tua (X3) terhadap VP sekolah dengan R square cukup rendah, sebesar 15,5 %. Peneliti selanjutnya (apabila melakukan penelitian yang sama) sebaiknya mengganti variabel X1 dan X3 dengan variabel lain yang secara teoritis dan praktis berpengaruh cukup besar terhadap variasi Y (VP sekolah).

Kata kunci: Kinerja guru, kinerja tenaga kependidikan, persepsi orang tua siswa, *value proposition*

ABSTRACT

Kindergartens in the Divine Providence Foundation in Indonesia are currently facing two problems. On the one hand, there is a downward trend in the number of students. On the other hand, there is increased competition with other schools. Both of these things are very influential on the sustainability of the school. The author conducted this study to obtain guidelines for school management policies in the midst of this situation. This research was conducted with the aim of (1) analyse the influence of teacher performance on the value proposition of kindergartens throughout the Divine Providence Foundation in Indonesia. (2) analyse the influence of the performance of education personnel on the value proposition of kindergartens throughout the Divine Providence Foundation in Indonesian. (3) analyse the influence of parents' perceptions on the value proposition of kindergartens throughout the Divine Providence Foundation in Indonesia. To achieve these objectives, researcher uses quantitative method. The data was analysed using simple linear regression with the help of SPSS software. Research results (1) there is an influence of teacher performance on the value proposition between variable X1 (teacher performance) and variable Y (value proposition) with an R Square of 0.277. It means that the variation in variable Y (school VP) is influenced by X1 by 27.7%. (2) there is the influence of the performance of education personnel (X2) which has a significant influence on VP with an R Square of 0.562. The variation of variable Y (VP of school) is influenced by variable X2 by 56.2%. (3) is the influence of parental perception (X3) on school VPs with a fairly low R square, at 15.5%. The next researcher (if conducting the same study) should replace variables X1 and X3 with other variables that theoretically and practically have a considerable effect on variation Y (VP of school).

Keywords: Teacher performance, education personnel performance, parents' perceptions, value proposition