

A Reputation Analysis and State Higher Education Institution Performance in West Sumatra, Indonesia

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ABSTRACT

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The reputation of the school is a factor in a student's selection while selecting a higher education facility. The study's goal was to examine West Sumatra's PTKIN and determine its distinctiveness. With a case study methodology, this form of research is qualitative. Data collection methods include observations, documentation, and interviews. Data analysis utilizing the Creswell paradigm involves four steps: collaborative reduction, presentation, and verification. The findings revealed, According to Selnes' view, UIN Imam Bonjol Padang is mostly non-academic and has a good name, a reputation among rivals, is well-known, and is simple to recall. Second, both academic and non-academic reputation grounds are consistent with UIN Bukittinggi's reputation; and Thirdly, by raising the standards of top educational institutions, UIN Mahmud Yunus has established an academic reputation (Excellence Learning Institute). Strength and potential in meeting the demands of educational institutions in the field have an impact on reputational distinctiveness.

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ABSTRAK

Kata Kunci:

*Analisis Reputasi,
Kinerja Mutu,
Manajemen Perguruan
Tinggi,
Perguruan Tinggi
Keagamaan.*

Salah satu aspek keputusan mahasiswa dalam memilih lembaga pendidikan tinggi adalah reputasi lembaga. Tujuan penelitian adalah untuk menganalisis PTKIN di Sumatera Barat dan melihat distingsinya. Kualitatif menjadi jenis penelitian ini, dengan pendekatan studi kasus (*case study*). Wawancara, dokumentasi, dan observasi digunakan dalam perolehan data. Proses penganalisisan data menggunakan model Creswell yaitu; kolektif, reduksi, penyajian, dan verifikasi. Hasil penelitian menunjukkan, Pertama, UIN Imam Bonjol Padang secara dominan bereputasi non-akademik sejalan dengan teori Selnes yaitu; reputasi berupa nama baik, reputasi pesaing, dikenal luas, dan mudah diingat; Kedua, UIN Sjech M. Djamil Djambek Bukittinggi memiliki dua basis reputasi yang sejalan baik akademik dan non-akademik; dan Ketiga UIN Mahmud Yunus Batusangkar secara kelembagaan bereputasi secara akademik melalui peningkatan mutu lembaga pendidikan yang unggul (*Excellence Learning Institute*). Diferensiasi reputasi dipengaruhi oleh kekuatan dan peluang dalam merespon kebutuhan terhadap dinamika tuntutan dunia industri.

INTRODUCTION

In terms of quantity, the existence of Islamic Religious Colleges (commonly called *PTKI*) is very large. Both *PTKI* are managed by the government (state) and the community (private). When viewed from its growth, *PTKI* will continue to increase. This is due to public interest, especially the private sector, which has contributed greatly in opening higher education ([Mujiburrahman et al., 2022](#)). Even though the number of State Islamic Religious Colleges (commonly called *PTKIN*) is not as large as *PTKI*, all of them have contributed to advancing education in Indonesia. Therefore, State Islamic Universities (*PTKI*) must be pioneers in the quality aspect of education, especially within the Ministry of Religious Affair (*Kemenag*) ([Purwati, 2020](#)); ([Fauzi, 2021](#)). This is very logical considering that *PTKIN* is an educational institution managed by the government and financed by the State.

Nationally, the number of *PTKI* namely; 799 *PTKI* and 58 *PTKIN*. Three of them *PTKIN* are in West Sumatra namely, State Islamic University (called *UIN*): UIN Imam Bonjol Padang, UIN Sjech M. Djamil Djambek Bukittinggi, and UIN Mahmud Yunus Batu Sangkar. The province of West Sumatra, which has a religious culture, should also be proud of the existence of 3 *PTKIN*s. Besides having to be proud of all the advantages of *PTKIN* in West Sumatra, we must also realize the need to manage the reputation of *PTKIN* West Sumatra nationally and internationally. This need is none

other than because higher education is a place for the development of the nation's next generation.

Today's problems must be seen from the aspect of the quality of educational institutions. The quality of educational institutions is very important because it is part of seeing the reputation of higher education globally ([Syakur & Panuju, 2020](#)). Therefore, it is not surprising that now many educational institutions are increasing their reputation as part of the existence of higher education institutions.

Research result of [Miotto et al., \(2020\)](#) and [Muji Gunarto et al., \(2016\)](#) shows that the reputation of the institutional aspect affects the choice of students. Therefore, it is only natural that universities with a good reputation will find it easy to recruit students. The same statement was also stated from the results of the study Dedy [Ansari Harahap et al., \(2017\)](#), university reputation has a significant influence on student decisions to choose to study at an educational institution. The more critical students are in obtaining information, the higher the reputation of a good university will be the main choice ([Prasetyo, Novita, et al., 2022](#); [Sukmaningtias et al., 2021](#)).

From this study, the basis of this research tries to see the reputation of *PTKIN* as a comprehensive institutional analysis mapping. The function of this study is to provide a clear picture of the reputation of the three institutions in West Sumatra and the differentiation of their institutional reputation.

To answer the question of this study, this study really needs to be done in order to provide a complete picture of an institutional reputation. Through this scientific analysis study, researchers try to analyze reputation as a portrait of institutional performance that can be resolved so as to make a real contribution to the institution.

In terms of *PTKIN*'s reputation nationally, *PTKIN* has actually not been able to answer current challenges. This can be seen from the low reputation of *PTKIN* in the world rankings ([Fitri et al., 2021](#)). Although ranking is actually not the main indicator in seeing the reputation of quality higher education ([Cao & Yang, 2019](#)), but this can be used as an institutional performance standard and an initial determinant for stakeholders having institutional perceptions.

By looking at the low reputation of *PTKI*, researchers consider it necessary to map and analyze the reputation of *PTKIN* in this study. The urgency of this study is needed to provide answers to problems in answering the challenge of the reputation of Islamic tertiary institutions. And the focus of this research study is the 3 *PTKINs* in West Sumatra as research objects. Researchers focus on institutional performance-based university reputation, namely; on aspects of education quality standards, ranking aspects, aspects of higher education performance, as well as various aspects that can be interpreted as institutional reputation. Structurally, the meaning of

reputation in this research will be viewed holistically both academically and non-academically ([Carayol & Matt, 2014](#)).

Based on the background of these problems, this research activity is intended to map and analyze the reputation of Islamic tertiary institutions in West Sumatra Province, namely; UIN Imam Bonjol Padang, UIN Sjech M. Djamil Djambek Bukittinggi, and UIN Mahmud Yunus Batu Sangkar and their differentiation.

METHOD

The research design is a qualitative study (qualitative research) with a case study approach from Yin ⁽²⁰¹¹⁾. Case study is a research process that is appropriate for several conditions. First, the right research questions regarding how and why. And secondly, the focus of his research on modern (current) phenomena ([Yin, 2008](#)). Meanwhile, Creswell, J.W ([Weibin Lin; Bin Chen ; Shichao Luo; and Li Liang, 2013](#)) gives the sense that qualitative research is a research process used to examine human and social issues. This research was conducted at 3 State Islamic Religious Colleges (PTKIN) in West Sumatra Province, namely; UIN Imam Bonjol padang, UIN Sjech M. Djamil Djambek Bukittinggi, and UIN Mahmud Yunus Batu Sangkar. Meanwhile, in conducting this research, researchers used several data collection techniques. In this activity the researcher used documentation data collection techniques, interviews, and observation. Triangulation in this study uses several methods, namely verifying data from various sources, methods, and theories. Analysis of this research data through steps ([Lewis, 2015](#)); ([Creswell et al., 2007](#)) as follows: a) Preparing data for processing; b) Understand the data as a whole; c) Analyze the data in detail through the coding process; d) Implementation of coding for all data according to the themes discussed; e) Correlate various data according to the relevance of the data; f) Comprehensively interpret data

RESULT AND DISCUSSION

Reputation in this study is reputation through measuring higher education performance which consists of input (HR), process (Institution), output (Research), and outcome (Impact). The four components are used by researchers as indicators of higher education reputation performance. Apart from having measurable dimensions, the four components have been used by the Ministry of Education and Culture (*Kemendikbud*) to look at the ranking of tertiary institutions. What is no less important in this study is the meaning of the reputation of higher education achievements in managing institutions both from the aspect of academic and non-academic reputation.

Conceptually, not everyone understands reputation diction as a complete and clear meaning, so the writer tries to map reputation in 2 indicators namely; academic

reputation and non-academic reputation. Academic reputation can be seen from the aspects of the *Input*, *Process*, *Output*, and *Outcome* components as a reputation component of academic performance. As Wibowo also emphasized that academic reputation can be measured through academic performance, institutional reputation, and program reputation ([Fajri & Sukatin, 2021](#); [Wibowo, 2014](#)). Meanwhile, the non-academic reputation aspect itself can be seen from the aspect of good name, competitor reputation, widely known, and easy to remember. This was obtained from research results of [Selnes \(1993\)](#) and Habibi which states that some of these indicators are part of reputation indicators ([Habibi & Prasetyo, 2022](#)).

Thus, a holistic definition of reputation is needed so that it is not limited to a narrow definition of reputation, namely ranking. From the results of this study, it is illustrated that each *PTKIN* has a different reputation position. But each institution has a role of reputation differentiation.

The description of the results of this study shows that reputation in the institutional perspective of UIN Imam Bonjol Padang is included in the realm of non-academic reputation. That means, UIN Imam Bonjol Padang has a selling point because one of these institutions has been known by the community for a long time ([Santoso et al., 2018](#)). This was supported by several sources who stated that in fact they chose UIN Imam Bonjol Padang not because of the reputation aspect of accreditation or ranking (SLT&RS, interview, October 5th, 2022). The choice of further studies at UIN Imam Bonjol Padang is because this institution has long been known and is located in the center of the provincial capital. Furthermore, from the aspect of academic reputation UIN Imam Bonjol Padang has not been able to position itself as an institution with more reputation. This can be seen from the *input-process-output-output* performance data of tertiary institutions. UIN Imam Bonjol Padang has not yet provided encouraging data. Even still in a low achievement condition.

Meanwhile, the reputation aspect of UIN Sjech M. Djamil Djambek Bukittinggi has built a reputation that is in line with both academic and non-academic. The reputation building that is reflected in UIN Bukittinggi is through the role of managing several innovations such as *Excellence Service* management (*Akama Smart Service*), *Database Atrasi (akreditasi)*, and *Prokes Portabel (detector)*. This kind of management is needed by UIN Bukittinggi, bearing in mind the problem of shortage of Human Resources (HR) cannot be solved by simply adding HR. This choice may be right, maybe not, because the addition of human resources will certainly increase the cost burden. To overcome this, UIN Bukittinggi adopted an information technology (IT)-based system to meet service needs in the management of quality educational institutions. Another reason is; the development of information system-based services is a priority in institutional development. Acceleration of adaptation in

every change is the key to increasing a good reputation through various innovations developed.

Another aspect of the reputation that is built from this institution is the good management of PTKI performance indicators. This achievement can be illustrated through the results of e-SMS (*e-Strategic Management System*) nationally as follows UIN Bukittinggi is ranked 2nd (<https://e-smsdiktis.kemenag.go.id>). E-SMS has been using as the basis for online evaluation and ranking carried out by the Directorate of Islamic Religious Higher Education (*Diktis*) since 2018. The performance indicators contained in e-SMS have used various references such as *BAN-PT*, *AUN-QA* and international ranking. Rating results of e-SMS become an important part in seeing the good management of educational institutions as the achievements of UIN Bukittinggi.

Apart from that, the reputation achievement of UIN Mahmud Yunus is trying to build an Excellence Learning Institution as a model for developing higher education quality. Apart from being able to achieve the top performance targets from the aspect of e-SMS measurement as UIN Bukittinggi, UIN Mahmud Yunus is also adapting in accelerating the improvement of superior accreditation. It is proven that more than 3 study programs have been accredited superior. Superior image branding automatically has an impact on critical consumer perceptions (Endo et al., 2019). In the end, a positive assessment of the institution of UIN Mahmud Yunus as a PTKIN educational institution which has the most superior accreditations in West Sumatra will automatically be achieved.

Building a reputation is a necessity ([Duradoni et al., 2018](#); [Prasetyo, Ilham, et al., 2022](#)). Even though reputation is something that cannot be seen, its impact can only be felt. The goal is not a matter of whether an institution is good or bad, but to provide opportunities for an educational institution to continue to make continuous improvements. Reputable institutions will have a great chance of surviving, on the other hand, educational institutions that do not have a sale value will be easily blown away by circumstances.

Perception understanding of true reputation will not be completed until this research. Besides reputation is a subjectivity, reputation indicators are also very diverse, reputation is part of perception. Therefore, the differentiation of the reputation of the three PTKIN institutions in West Sumatra can be described simply by the researcher as follows:

Table 1: Exposure to the reputation position of PTKIN West Sumatra

PTKIN REPUTATION DIFFERENCES IN WEST SUMATRA		
UIN IMAM BONJOL PADANG	UIN SJECH M. DJAMIL DJAMBEK BUKITINGGI	UIN MAHMUD YUNUS BATUSANGKAR
Non-Academic & Academic	Non-Academic & Academic	Academic
SOSBUDHIS Performance & College Performance	College Performance & SOSBUDHIS Performance	College Performance
<ol style="list-style-type: none"> 1. Widely Known 2. Good Name 3. Historical 4. Geographical 5. Professor 	<ol style="list-style-type: none"> 1. Superior Accreditation 2. IT Innovation 3. E-SMS 4. Geographical 5. Historical 	<ol style="list-style-type: none"> 1. Superior Accreditation Domination 2. International Indexed Journal 3. International Lecturer 4. E-SMS
The role of non- academic reputation is more dominant than college performance	The role of academic and non-academic reputation can play a role in tandem	The role of academic reputation is very dominant
Notes: a. Sosbudhis (<i>Sosial, Budaya, Historis</i>) b. e-SMS is a measurement system created by the Ministry of Religion and Higher Education in looking at good PTKIN governance		

Table 1 is the result of the researcher's mapping through the concept of reputation from several theories that have been studied. The urgency of the description of each institution, namely academic reputation, is an important part that cannot be separated from the institutional development component. The role of academic performance must be a systematic benchmark considering the standards of educational achievement that have been stipulated in legislation. Although the choice of students in determining higher education institutions is not solely due to their academic performance, building a quality institutional reputation cannot be neglected.

Reputation is a matter of quality, innovation and educational service programs that can be sold by the public. Therefore, building a systematic and measurable reputation is needed in the management of higher education institutions. As an institution that has the mandate to educate the nation's generation, the aim of educational institutions is to provide the best educational services possible. As a service provider, educational institutions should always improve their quality. Today's needs may no longer be relevant in the future. Therefore, building a reputation needs to emphasize aspects of innovation and difference. Reputation is not only the top achievements, but needs to pay attention to unique opportunities among others. The development of innovation as a reputation will increase the existence of institutions locally, nationally and globally, especially *PTKIN* in West Sumatra.

CONCLUSION

Based on the discussion above, the authors can conclude that reputation is an evaluation of institutional performance. Positive public perception can be built from a good reputation. Conversely, a bad reputation will result in a negative public perception. The measurement of reputation in this study is illustrated from the academic (*academic reputation*) and non-academic (*non-academic reputation*) aspects. The academic aspect can be seen from the institutional performance of higher education institutions. Meanwhile, non-academic reputation can be seen from historical, social, and cultural aspects as Selnes had offered in 3 reputation indicators, namely good name, competitor reputation, widely known, and easy to remember.

In terms of reputation, UIN Imam Bonjol Padang is an Islamic higher education institution with a more dominant non-academic reputation than its academic reputation. Somewhat different from UIN Sjech M. Djamil Djambek Bukittinggi, academically and non-academically this institution has a reputation that is in line. From a non-academic aspect, the big name of UIN Bukittinggi is also influenced by the big name of Bukittinggi as the destination city. Furthermore, in terms of its academic reputation, this institution has a breakthrough innovation as an option in building an effective and efficient higher education institution. Meanwhile, UIN Mahmud Yunus, which is not geographically advantaged, chooses to develop its academic reputation. Its reputation is built on the basis of higher education performance in increasing institutional quality capacity to become an excellence learning institute and building quality institutional management.

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