



'Amid: Islamic Integrative Approach as Survey Model

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Abstract

Research and development require tools to approach and obtain an overview of the system, these tools include interviews, questionnaires, surveys, observations, and others. *QS An-Nahl* Verse 43 is a popular verse that is widely used to represent appropriate to ask, this terminology is closely related to what is known as a sample. However, in contrast to the sample, the meaning intended by the verse is beyond the scope of the sample, in this study it is termed as '*Amid*'. In market research, such as research on how well educational products are produced by universities, the number of response rates affects the conclusions that are built, so that the sample approach does not correlate well. The research uses '*Amid*', as an approach model that is able to increase the response rate and at the same time the best reference in questioning the assessment of higher educational products that are the object of research. The study found that the '*Amid*' model

has more quality data than commonly used survey approach with a better travel time. The next research is suggested to try the implementation of 'Amid model in market research for other products.

Keywords: 'Amid, survey model, higher education, research and development.

Introduction

Nowadays, just like companies, universities must also pay attention to quality,¹ and can be seen from the rating mechanism such as accreditation.² Quality represents the distinct characteristics of an entity that provide suitability to meet a higher education need, so higher education must implement quality management as basic requirement that is oriented towards performance and increasing the competitiveness of universities.³ The need for optimizing higher education activities, implementing efficient management, quality assurance and education systems carried out on the roadmap has led to a lot of research in this field by adopting a theoretical framework of reference, an organizational pattern explaining university functions and the definition of a performance appraisal system. Quality is also synonymous with accountability,⁴ and this is especially important for government-funded universities. The research on the quality of higher education is also uneven across the three pillars of higher education,⁵ and Gorlenko (2016) found that quality is closely related to the assessment of the learning curriculum.⁶

Indonesian Ministry of Education through DIKTI, using tracer study

¹ Tracer Study Kementerian Pendidikan dan Kebudayaan (Jakarta, 2021), Retrieved from <http://tracerstudy.kemdikbud.go.id>.

² BAN-PT, *Panduan Penyusunan Laporan Evaluasi Diri - Lampiran Peraturan Badan Akreditasi Nasional Perguruan Tinggi Nomor 5 tahun 2019 tentang Instrumen Akreditasi Program Studi*, (Jakarta: BAN-PT, 2019).

³ M.-L. Ciobănică, *Methodology for evaluation quality in higher education*, (2013).

⁴ John Cullen, John Joyce, Trevor Hassall, dan Mick Broadbent, "Quality in higher education: from monitoring to management", *Quality Assurance in Education* (2013), 5-14.

⁵ Maoto Rose Satsope, Masha Kwena John, Chuene Kabelo, dan Themane Mahlapahlapana, "Towards a Framework for Evaluating Quality Teaching in Higher Education" *Mediterranean Journal of Social Sciences*, Vol. 6 No. 4 (2015), 223.

⁶ Oleg Gorlenko, Victor Ivanovich Kruglov, Vyacheslav Miroshnikov dan Tat'yana Mozhaeva, "Model for higher education quality assessment" *Bulletin of Bryansk state technical university*, Vol. 1 No.4 (2016), 73-80

as a tool to assess the quality of higher education through the perceptions of alumni and alumni users, and this is declared through government regulations. Schomburg (2016) found that tracer study was a survey as alumni tracing. The results of the tracer study are used as evaluation material and graduate information that can be used as a reference to assess the quality of education in higher education,⁷ this information can be used to make meaningful decisions⁸ about study design and practical solutions.⁹ Improving the quality of universities is usually assessed by evaluating organizational performance by measuring the level of satisfaction, such as satisfaction with services,¹⁰ lecturer and user satisfaction¹¹ or even with a service marketing model.¹²

In addition to tracer studies, there are several survey models conducted by universities, such as quality assessment by assessing the gap between graduate user satisfaction and graduate performance using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA).¹³ Measuring the degree of services provided by universities, such as information and treatment provided to students.¹⁴ Develop factor that can improve the quality of higher education, namely national, institutional, scientific disciplines, and student background or with Authorpreneur

⁷ Maria Theresa B. Kalaw, "Tracer study of Bachelor of Science in Mathematics", *International Journal of Evaluation and Research in Education (IJERE)*. Vol. 8, No. 3 (2019), 537~548.

⁸ T. L. Ramirez, L. T. Cruz dan N. V. Alcantara, "Tracer study of RTU graduates: an analysis", *Researchers World*, Vol.5 No.1 (2014), 66-76.

⁹ Sony Rustiadi, *Report Tracer Study ITB 2020*. (Bandung-Indonesia: ITB, 2020), 10.

¹⁰ Marliza Oktapiani, Sutiono, Ifham Choli, dan Jumira Warlizasusi, "Survei Kepuasan Mahasiswa Fakultas Agama Islam Terhadap Kualitas Pelayanan Pendidikan dengan Pendekatan Service Quality", *Edukasi Islami: Jurnal Pendidikan Islam*, Vol: 10, No: 2 (2021), 693-708.

¹¹ S. Winarsih, "Kebijakan dan Implementasi Manajemen Pendidikan Tinggi dalam Meningkatkan Mutu Pendidikan", *Cendekia: Jurnal Kependidikan dan Kemasyarakatan*, 15(1) (2017), 51-66.

¹² Moch. Khafidz Fuad Raya, "Marketing Jasa di Institusi Pendidikan (Analisis Pemasaran dalam Pendidikan)" *Falasifa*, Vol. 7 No. 1 (2016), 21-52.

¹³ Munirul Abidin, "Stakeholders Evaluation on Educational Quality of Higher Education", *International Journal of Instruction* Vol.14, No.3 (2021), 287-308.

¹⁴ Irina Savina, "Approaches and Methods of Higher Education Quality Evaluation", *Scientific Research and Development Economics* Vol.3 No.2 (2015), 37-40.

approach to measuring quality in higher education.¹⁵ Lodge & Bonsanquet (2014), found that to overcome this, it is customary to examine directly the assumptions underlying the conception of quality learning through expanding the available evidence base.

Most of survey approaches to understanding quality learning often rely on measuring students' subjective experiences,¹⁶ where Lodge & Bonsanquet, (2014) then provide a solution by reducing the element of subjectivity by providing assumptions that underlie the survey subjects' understanding of the conception of quality learning and trying to provide evidence of its achievement. And in the tracer study survey, this subjectivity becomes the main benchmark, although later it will be compared with the perceptions of alumni users. Subjectivity is also getting thicker because the sampling approach in surveys often uses random sampling.¹⁷ Whereas, to improve product quality, objectivity is needed, especially in the survey process, like Gorlenko et al. (2016) found that to improving curriculum effectiveness in educational institutions (EI) of the higher education system, need for objective assessments.

To be objective and get quality data, the survey design underwent several improvement methods in R&D with the stages of identifying, analyzing, measuring, improving, and controlling problems.¹⁸ Constant reorganization and restructuring in model development.¹⁹ Systematic

¹⁵ Rene Arthur Palit, "Pendekatan Authorpreneur dalam Pendidikan Desain Komunikasi Visual Sebagai Strategi Adaptasi Menghadapi Pandemi Covid-19" *Prosiding Seminar Nasional Manajemen, Desain & Aplikasi Bisnis Teknologi (SENADA)* Vol.5, (2022), pp. 365-377. Bali: Senada

¹⁶ Jason M. Lodge dan Agnes Bonsanquet, "Evaluating quality learning in higher education: re-examining the evidence", *Quality in Higher Education*, Vol.20, No.1 (2014), 3-23.

¹⁷ Bastaman Sasmito Aji dan M. E. Winarno, "Pengembangan Instrumen Penilaian Pengetahuan Mata Pelajaran Pendidikan Jasmani Olahraga dan Kesehatan (PJOK) Kelas VIII Semester Gasal", *Jurnal Pendidikan:Teori, Penelitian, dan Pengembangan*, Vol. 1 No.7 (2016), 1449-1463.

¹⁸ Bedriye Denizer, Suleyman Ersoz, dan Kezban Bulut, "Application of Process Improvement Methods in R&D Department", *International Journal of Engineering Research and Development* Vol.13, No.3 (2021), 83-97.

¹⁹ Hans Dietmar Burgel, "Reorganisation and restructuring methods in R&D. *International Journal of Technology Management* (2017), 278-293.

review approach on research.²⁰ Contextual approach to develop instrument.²¹ Develop Authentic Assessment, which is a significantly meaningful measurement of student learning outcomes for the domains of attitudes, skills, and knowledge. Authentic assessment is an assessment process that involves several forms of performance measurement that reflect student learning, achievement, motivation, and attitudes that are in accordance with the learning material,²² and using word clouds (associative words that articulate general attributes quality in higher education that often happens).²³

The gap between the need for quality data with good objectivity, as well as a large number of participations, demands an improvement in the model, especially in tracer studies. The use of term surveyor, which are generally used in tracer studies, has been redesigned by using 'Amid'²⁴ and has resulted in effective findings in completing tracer studies. According to a marketing perspective, Islamic educational institutions are categorized as non-profit organizations. This is an activity to serve students and stakeholders. Because in principle the function of the institution is to serve, the marketing strategy is carried out by means of market identification, market segmentation and positioning, product differentiation, and marketing communications. Through the implementation of this strategy, an educational institution can compete with others. In other words, by implementing certain strategies, an educational institution can win the

²⁰ Wisnu Yuwono, "Konseptualisasi Peran Strategis dalam Pendidikan Literasi Keuangan Anak melalui Pendekatan Systematic Review", *Jurnal Obsesi: Jurnal Pendidikan Anak Usia Dini*, Vol. 5 No. 2 (2021), 1419-1429. doi:10.31004/obsesi.v5i2.663.

²¹ M. Tubi Heryandi Taufiqurrahman dan Junaidi, "Pengembangan Instrumen Penilaian Higher Order Thinking Skill Pada Mata Pelajaran Pendidikan Agama Islam" *JPII* Vol.2 No.2 (2018), 199-206

²² Muzlikhatun Umami, "Penilaian Autentik Pembelajaran Pendidikan Agama Islam dan Budi Pekerti dalam Kurikulum 2013", *Jurnal Kependidikan*, Vol.6 No. 2 (2018), 222-232.

²³ Sachnaz Desta Oktarina, Ratnawati Nurkhoiry, M. Ansori Nasution dan Suroso Rahutomo, "Riset Pasar Biodiesel B20 di Indonesia Evaluasi Terhadap Produk dan Kesadaran Konsumen", *Analisis Kebijakan Pertanian*, Vol. 17 No. 2 (2019), 79-93.

²⁴ Muhammad Yafiz, Marliyah, Budi Dharma, dan Ahmad Muhaisin B. Syarbaini, "'Amid (عميد) as Islamic integrative strategy in Alumni Management", *3rd International Conference Of Islamic Finance and Business*, (2022).

competition, especially in increasing the number of students from year to year.²⁵

'Amid, which is a development of QS *An Nahl* 43, is integrated with surveyors to produce good and objective data findings from the survey conducted. This research focuses on how well the results of the data generated are 'Amid and then compares them with the data produced by surveyors, the comparison criteria is the number of subjects who are recorded as needed, all questionnaires are filled out perfectly valid and reliable to be used as quality assessment analysis, and whether there is a relationship between the data generated 'Amid the data generated by surveyors.

Method Research

In previous research, 'Amid (عميد) is known to be capable of collecting data with more numbers in a shorter period. Focus of this paper is to see how well 'Amid provides data with high quality and objectivity as survey model.²⁶ So, this research adopts research and development type, where using mixed quantitative - qualitative methods to get important findings. Researchers seek to build fundamental constructions in terms of assessment in higher education, and then tested using statistics.^{27,28} A qualitative approach is used in designing the integration of 'Amid into the survey, in this case was tracer study), the output obtained is expected to be the 'Amid model that can be used in that survey as alternative model. After that, a quantitative approach was carried out to measure how well the 'Amid model was, especially in terms of the quality it produced.

Data Analysis/Estimating Model/Variable Measurement

²⁵ Khoirul Anam, "Strategi Pemasaran dan Implementasinya dalam Lembaga Pendidikan", *Ta'allum*, Vol.1 No.2 (2013), 159-170.

²⁶ Muhammad Yafiz, Marliyah, Budi Dharma, dan Ahmad Muhaisin B. Syarbaini, "'Amid (عميد) as Islamic integrative strategy in Alumni Management", *3rd International Conference Of Islamic Finance and Business*, (2022).

²⁷ Burhan Bungin, *Metodologi Penelitian Kualitatif*. (Jakarta: Rajawali Press, 2017).

²⁸ Sukaria Sinulingga, *Metode Penelitian*. (Medan: USU Press,2017).

Where each survey must be identical to the size and method of sampling,²⁹ this research design to prove with 'Amid (عميد) surveys can produce good quality data. To prove the hypothesis, research will measure the quality of the data with generated by 'Amid and the model that are generally used (with surveyor model). After 'Amid was more effective than surveyor model, as an initial prerequisite that a model can be measured its quality.³⁰ All data in those models tested for validation and reliability using statistical tests and measuring internal validity, namely by measuring external validity with transferability where the data obtained can be generalized properly. Hypothesis decisions are obtained through a comparison of the quality of the data generated by each model³¹ in parallel period,³² by statistical descriptive such as percentage data,³³ or by presenting error from both model.³⁴

Results

²⁹ Idrus Alwi, "Kriteria Empirik Dalam Menentukan Ukuran Sampel Pada Pengujian Hipotesis Statistika Dan Analisis Butir", *Jurnal Formatif* Vol.2 No.2 (2020), 140-148.

³⁰ Jurgita Šiugždinienė, Eglė Gaulė, dan Rimantas Rauleck, "Redesigning the Strategic Management System in a Time of Fiscal Crisis in Lithuania", *Viešoji Politika Ir Administravimas Public Policy and Administration* (2014), 36-49. <http://dx.doi.org/10.5755/j01.ppaa.13.1.6760>.

³¹ Tudor Irimias, dan Zenovia-Cristiana Pop, "Comparative Approach Upon Organizational Culture Model. *Journal of Public Administration, Finance and Law* (2022), 154-167.

³² Seniye Tilev, "Knowledge and Belief: A Comparative Approach. *Beytulhikme An International Journal of Philosophy* (2022), 91-106.

³³ Cristóbal Villalobos, María Jesús Morel dan Ernesto Treviño, "A Comparative Approach to Notions of Good Citizenship", *Good Citizenship for the Next Generation. IEA Research for Education, vol 12. Springer, Cham* (2021), 51-66. [doi:https://doi.org/10.1007/978-3-030-75746-5_4](https://doi.org/10.1007/978-3-030-75746-5_4).

³⁴ Giuseppe M. Di Giuda, Manuela Grecchi, Valentina Villa, Mirko Locatelli dan Laura Pellegrini, "Engineering and Management of Information Modelling Requirements", *TEMA, Technologies Engineering Materials Architecture, Vol. 5 N. 2* (2019), 137-147.

Table 1. Description Data of Survey Results

No	Calculation	Surveyor Model	'Amid Model
1	Participant	390 Alumni	420 Alumni
2	Population alumni	2.590 Alumni	2.590 Alumni
3	Population according to graduate in TS-2, TS-3 and TS-4	1.126 Alumni	1.126 Alumni
4	Participant according to graduate in TS-2, TS-3 and TS-4	204 Alumni	405 Alumni
5	Participant (4) who filled out the questionnaire	140 Alumni	400 Alumni
6	Participant (4) who filled out the questionnaire properly	98 Alumni	390 Alumni

(Source: FEBI Tracer Study, 2021)

Table 1 described the data that obtained by using 2 survey models, namely the 'Amid and the surveyor model. 'Amid integration process has been described in a previous article. If referring to the data processing source,³⁵ there was revision of the total population of alumni and alumni according to graduate in TS-2, TS-3 and TS-4, due to database improvements, but this change does not change the fact, that overall 'Amid produce higher quality data than using surveyors. This quality can be known from:

1. Total participants in accordance with the survey target, where the survey target is alumni who graduated in TS-2 (2019), TS-3 (2018) and TS-4 (2017). If using a surveyor, the data error reached 186 Alumni or around 47.69%, while the error using 'Amid is only 15 alumni or around 3.57%.
2. Total participants in accordance with the survey target who filled out the questionnaire and filled it correctly. If using a surveyor, the data error due to not filling out the questionnaire reached 64 Alumni or about 31.37% and the data error due to not filling out the questionnaire

³⁵ Marliyah dan Budi Dharma, *Laporan Tracer Study FEBI UIN SU Medan 2021*. (Medan: researchgate, 2021).

properly reached 42 Alumni or about 30% of those who fill out the questionnaire. While the error data using 'Amid due to not filling out the questionnaire as much as 5 Alumni or around 1.32% and data errors due to not filling out the questionnaire properly as many as 10 Alumni or about 2.5% of those who filled out the questionnaire.

The data above was an explanation of the causes where only 80.13% of total participant that can be processed due to filling out the questionnaire completely. It can be concluded that the survey model using 'Amid is better than using a surveyor.

Discussion

In Qs. *An-Nahl* Verse 43, Allah SWT says:

"Ask those who have knowledge if you don't know"

Qs. *An-Nahl* Verse 43 as the basis for the existence of trusted individuals as data sources. Because the revelation of this verse was specifically addressed to the Quraish disbelievers who rejected the prophet hood of the Prophet Muhammad on the grounds that it was impossible for Allah SWT to send messengers in the form of Prophets or Apostles from among humans. Ash-Shawi: The messenger who was sent should have come from another type of creature, such as an angel. So, Allah (SWT) revealed this verse to them so that they would ask the experts of the law and the Bible whether the concept that the Apostles came from among humans was just the creation of the Prophet Muhammad SAW or indeed that is the concept in the teachings of the divine religion.

Contemporary commentator Ali As-Shobuni (2017) mentions in his shafwah as follows:

"The meaning of 'ask you to the dhikr experts' is "ask you, O people of Quraysh, to scientists from among the Jews and Christians, surely they will tell you that all the Prophets sent were from among humans".

This verse explicitly instructs those who do not understand a problem (in this context it is the concept of prophet hood) to those who do, namely

priests or monks. Although this verse does not confirm Christian or Jewish beliefs, there is an acknowledgment that in what they know, Allah Almighty ordered the Quraysh to ask them questions. This is because Islam appreciates the knowledge and competence possessed by a person, even if they are not Muslim.

The next outline that can be drawn from this verse is the Qur'an's command to ask the "experts" and to avoid extracting information from the layman because it has the potential to cause misinformation. This method of extracting meaning in the science of ushul fiqh is known as *isyarah an-nash* (إشارة النص). Al-Khallaf defines *Isyarah An-Nash* as:

"The indirect meaning can be deduced literally from a text; it is also not the main purpose of it but it is an 'inevitable' consequence of the literal meaning". (*Al-Khallaf*: 2006)

Even though the above verse is directed to the Quraysh so that they ask the experts of the law and the Bible, this verse gives a strong signal that a matter is returned to the experts so that later, this verse becomes a reference for scholars so that in completing certain affairs they ask people who have capability in something we want to know, not asking people one by one who does not necessarily have the capacity.

The Wahdatul 'Ulum Theory (The Integration of Science)

In the concept of integration of knowledge or science, knowledge is complementary to each other because it is considered to come from one source, Allah SWT.³⁶ These sciences are only different epistemologically or how to reach them, but it is believed that they all come from one source; God who is omniscient. That's why, Darda (2016), found that every field of science must complement each other, touch and take benefits from each other so that access to an invention is more diverse and richer.

Especially in the Islamic scientific tradition, religion and science cannot be separated. The religion supports the discovery of science, and science still needs religion so that the discoveries that are found do not bring disaster in human life. That's why in the history of Islam, Muslim scholars

³⁶ F. Mufid, "Integrasi Ilmu-Ilmu Islam". *Equilibrium*, Vol.1 No.1 (2013), 55-71.

are scientists who mastered various fields of science. On the one hand, they are scholars who are experts in the Islamic sciences, and on the other hand, they are also very skilled scientists, both in the natural and social sciences.

Trusted Narrator Theory as Basic Foundation for 'Amid (عميد)

In the science of hadith, the hadith of the Prophet SAW can be said to be Shahih (acceptable the truth of its narration) if the hadith meets five standards, which are: 1) Continuity of the chain of narrators, 2) *Al 'Adalah* (noble character), 3) *Ad Dhabt* (Intelligent/accurate), 4) Does not conflict with information from other narrators who are more credible, and 5) Does not have anomaly.

Of the five criteria above, the first three are criteria for a reliable narrator or known as "*tsiqah*". A narrator can be relied on in conveying information or data if he has a connection, bond, or direct contact with the data. He must also be someone who has a noble and pious character (Alawi, t.th), not someone who likes to commit sins or is known as a person with bad temper.³⁷ It is known from the praise of others to him or there are no insults or bad judgments from other people to him. Furthermore, he is an intellectually intelligent person. Not an idiot or a person who doesn't have access to the knowledge of the data they want to mine from. It can be proven by the compatibility of the data contained in his notes and memories.³⁸

If you pay attention to the data generated with 'Amid, it can be seen that more data can be processed, this is because the selection of 'Amid is different from surveyors, where the criteria that have been previously determined make 'Amid besides having the potential to be a data collector, it can also function as a medium so that the data obtained becomes better and more reliable. This is actually because 'Amid is a model that applies the process of identifying, analyzing, measuring, improving, and controlling problems according to the findings of Denizer et al., (2021), restructuring the surveyor model according to the findings³⁹ and Systematic review approach

³⁷ M. Thahhan, *Taysir Musthalah Al Hadits*. (Riyadh: Maktabah Al-Ma'arid, 2010).

³⁸ M. Alawi, *Al Manhal Al Lathief*. (Mekkah: Hai'ah Ash-Shafwah, t.th).

³⁹ Hans Dietmar Burgel, "Reorganisation and restructuring methods in R&D"

on research according to the findings Yuwono (2021). 'Amid also provides authentic characters as hinted by Umami (2018) in order to be able to conduct surveys better.

All of these improvement stages made the collected data more objective, because 'Amid acted as a mediator who clarified the items of the questionnaire questions to participants who still did not understand them well, this confirmed the findings of Gorlenko et al. (2016) where the objectivity of the survey can be controlled, and the level of data randomness is smaller, and amid applying the findings of Oktarina et al. (2019) in terms of explaining the questionnaire items so that the data is collected properly. Data validation is better with the use of 'Amid, because in addition to 'Amid improving the database, it also using alternative contacts such as the respondents' social media that it manages, this will facilitate data verification. All these field findings strengthen the explanation of the data exploration findings, where 'Amid can well produce data in the survey tracer study. Further evidence is needed, especially in surveys that still have relevance to the assessment of the quality of higher education or similar products.

Conclusion

This study aims to test how well 'Amid can be used in surveys, in this case a study tracer survey with the aim of alumni participation in terms of assessing how well the results of higher education have passed, the number of alumni participation and the completeness of filling out survey questionnaires are important because they will provide a bridge to get assessment of the alumni users. By using the R&D approach, the research begins with a qualitative approach in assembling 'Amid development model and procedure as well as its relevance to the operational survey, the survey data will then be compared with the results of other methods using a quantitative descriptive approach so as to conclude which survey model is able to provide the best quality data. The results showed 'Amid gave better quality results. The limitation of this research is based on a survey model

with the characteristics of a tracer study where in fact the more alumni who provide information the more important it is. Further research that should be carried out is to re-examine the 'Amid model in other survey models that have the same characteristics as the tracer study and then proceed to other market surveys to assess the product quality.

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