

IMPLEMENTATION OF THE FOUR-LEVEL KIRKPATRICK MODEL EVALUATION IN THE UTILIZATION ZAKAT EDUCATION TELADAN NEGERI SCHOLARSHIP PROGRAM TO INCREASE STUDENT LEARNING MOTIVATION AND MORAL

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Abstract

Teladan Negeri Scholarship is a zakat utilization program in the form of providing educational financial support and character development for elementary, middle and high school students and equivalents in Greater Bandung as support for achieving their goals and becoming exemplary individuals. Teladan Negeri Scholarship is here as a solution to answer education problems in Indonesia, especially regarding the quality of character education. Based on the UNDP survey results released in 2022, Indonesia is still ranked 114th, even though Indonesia managed to rise 3 places from the previous year, this result is still far from what was aspired to. Character Education is a priority in Merdeka Belajar which is being promoted for the advancement of education in Indonesia by the Ministry of Education and Culture of the Republic of Indonesia. This research will look at the effectiveness of the programs that have been implemented and follow up on deficiencies found during the evaluation process. This research aims to analyse the learning motivation and morals of Teladan Negeri scholarship recipients. Measuring changes in learning motivation and morals was carried out using the four-level Kirkpatrick model evaluation method which makes it easier to analyse each program session. The program implemented takes the form of coaching every month, mentoring of beneficiary participants, and counselling for participants' parents as a form of synergy in developing children to be moral and have good motivation. The application of the Kirkpatrick Four Level Evaluation Model is used as a reference framework for evaluating programs, where levels 1 and 2 will produce information about the programs that have been implemented. Meanwhile, levels 3 and 4 will produce information that focuses on the impact of the program for students who receive the Teladan Negeri Scholarship benefits.

INTRODUCTION

Education is an important pillar in building a nation, as Nelson Mandela said "Education is the most powerful weapon in the world, because with education, you can change the world." The purpose of the

Teladan Negeri Scholarship program was to contribute to improving human resources in Indonesia and reducing the school dropout rate in Indonesia through increasing learning motivation and improving morals. The factors that cause low educational participation in provinces and districts in Indonesia are 1) population poverty; 2) difficulty getting to school (unfavourable geographic factors); 3) lack of educational services; 4) low motivation of parents and students towards education; 5) lack of local government and community support for education; and 6) socio-cultural factors that are less supportive of education.

Teladan Negeri Scholarship exists to focus on alleviating problems in points 4 and 6 related to learning motivation and providing a supportive educational environment for students. Zakat must be optimized, because zakat has an important role in creating an intelligent and prosperous society. Zakat programs for education are very important initiatives, because they focus on ensuring that poor children have access to proper and quality education. According to The National Board of Zakat Republic of Indonesia (BAZNAS) West Java Region, Bandung City's zakat potential is predicted to reach IDR 1.6 trillion, in 2023, Rumah Amal Salman succeeded in collecting IDR 28 billion in zakat funds, and IDR 1 billion allocated for the Teladan Negeri Scholarship. Teladan Negeri Scholarship was initially established to facilitate children of field employees of the Salman Mosque ITB Foundation, such as children of security and cleaning staff, whose financial capabilities are not so good that they can send their children to the best schools or provide access to additional education outside of formal schools.

After becoming part of the Teladan Negeri Scholarship, the children of these field employees can increase their motivation to study because they receive monthly coaching from the mentors who are university students and scholarship money as educational support to buy textbooks, take additional classes outside of school or to buy school uniforms and shoes. Because of its good impact, this scholarship was opened more widely to the Greater Bandung area with 270 beneficiaries.

After being opened more widely to students in Greater Bandung, the success of this program needs to be evaluated to measure its impact. And in a program, one of the most important aspects that must be carried out is evaluation. There are several considerations in selecting an evaluation model for a target object, including the purpose of the evaluation, the object/program and program activities being evaluated, the practicality of the evaluation model and the usefulness of the evaluation model (Sutarno, 2017: 344).

Research that focuses on analysing learning motivation and morals in recipients of Teladan Negeri scholarships. Measuring changes in learning motivation and morals was carried out using the four-level Kirkpatrick model evaluation method which makes it easier to analyse each program session. The program implemented is monthly coaching, mentoring of beneficiary participants and counselling for participants' parents as a form of synergy in developing children to be moral and have good learning motivation.

RESEARCH METHODOLOGY

The participants in this research are beneficiaries of the Teladan Negeri Scholarship program aged 8 to 17 years. starting from elementary, middle and high school levels. with the number of questionnaire takers totalling 127 out of 270 beneficiaries. The selected participants are those who actively participate in coaching activities, have been beneficiaries for at least 6 months, and have a frequency of attendance at each activity of at least 70%. This research is evaluative research conducted at the end of the program. It is through this evaluation that information from the learning program that has been implemented can be seen so that it can be seen how high the level of success of the planned activities is. This evaluative research is basically a research activity to collect data, present information, describe the effects the program produces on participants. Based on the objectives to be achieved, the evaluation approach used in this research is the Kirkpatrick model (Reaction, Learning, Behaviour, Result) which was developed by Donald L. Kirkpatrick in 1959. The Kirkpatrick evaluation model.

Table 1. Questions from the research questionnaire

Timestamp	Nama	Kelas	Setelah mengikuti pembinaan Panggung Kreativitas saya semakin percaya diri untuk menampilkan bakat saya dan belajar lebih giat untuk bisa berkarya?	Setelah mengikuti Gathering dan Grand Opening Beasiswa Teladan Negeri yang menghadirkan alumni berprestasi saya menjadi semangat mengikuti kegiatan pembinaan di Teladan Negeri dan termotivasi untuk bisa meningkatkan prestasi?	Setelah saya menerima materi tentang mengenal dan meraih cita-cita saya paham bahwa pentingnya memiliki cita-cita dan melanjutkan pendidikan ke yang lebih tinggi?	Setelah mengikuti pembinaan imam junior kemampuan membaca al Qur'an saya semakin baik dan semangat untuk terus meningkatkan pemahaman tentang agama khususnya al Qur'an	Setelah mengikuti pematirian Ber-akhlakul karoman, Aku sahabat yang Baik. Saya semakin paham apa itu Akhlakul Karimah, contohnya dan ingin menerapkannya dalam kehidupan sehari-hari. Baik Akhlak kepada sesama, orang lebih tua dan yang lebih muda?	Setelah mengikuti mentoring bulanan bersama kakak mentor mahasiswa saya lebih paham lagi materi yang disampaikan saat pembinaan?	Setelah saya mengikuti pembinaan yang ada di program beasiswa teladan negeri saya jadi berani tampil kedepan dan berani mencoba membuat karya	Setelah saya mengikuti pembinaan yang ada di program beasiswa teladan negeri saya selalu antusias dan semangat mengikuti segala kegiatan di Beasiswa Teladan negeri?
25/09/2023 19:25:53	Dafissya Nurfitriya Ramad	7	5	5	5	5	5	5	5	5
25/09/2023 19:26:39	Rizka salsabila kholifatul	9	3	4	5	4	4	3	3	3
25/09/2023 19:28:49	Rigiezthya Radhia Zahra	9	5	5	5	5	5	5	5	5
25/09/2023 19:29:45	Hana Khoerunnisa	9	4	5	5	4	4	5	4	4
25/09/2023 19:29:49	aira augustina	9	4	4	4	4	4	4	4	4
25/09/2023 19:30:37	Aleysya putri tiara febrina	8	5	5	5	4	5	5	4	4
25/09/2023 19:30:39	Najriel Fauzan Nurdin	9	4	4	5	5	5	5	3	3
25/09/2023 19:31:08	Pelangi Dewi Anggia	9 (sembilan)	5	5	5	5	5	5	5	5

Research methods used in this research is the Evaluation method with a quantitative approach with Kirkpatrick's four level evaluation model. Four-level evaluation model known for the first time in 1959 when Donald L. Kirkpatrick wrote a series of four articles with title “Techniques for Evaluating Training Programs” which published in Training and Development, the journal of The American Society for Training and Development (ASTD). The articles describe the evaluation four levels are formulated by Kirkpatrick based on concept from his dissertation on University of Wisconsin, Madison. The evaluation model developed by Kirkpatrick is known as the Kirkpatrick Four Levels Evaluation Model. Evaluation of the effectiveness of training programs according to Kirkpatrick (1998) includes four levels of evaluation, namely: level 1 reaction, level 2 learning, level 3 behavior, and level 4 result. This research aims to analyse the learning motivation and morals of Teladan Negeri scholarship recipients. Measuring changes in learning motivation and morals was carried out using the four-level Kirkpatrick model evaluation method which makes it easier to analyse each program session. The program implemented takes the form of coaching every month, mentoring of beneficiary participants and counselling for participants' parents as a form of synergy in developing children to be moral and have good motivation. The application of the Kirkpatrick Four Level Evaluation Model is used as a reference framework for evaluating programs, where levels 1 and 2 will produce information about the programs that have been implemented. Meanwhile, levels 3 and 4 will produce information that focuses on the impact of the program for students who receive the Teladan Negeri Scholarship benefit.

The measurement data for the four levels will be calculated using Kirkpatrick's weighting formula. The assessment criteria for the weighting results can be seen in Table 1, while the assessment rubric used to determine the assessment of program quality is a holistic rubric which can be seen in Table 2.

The total value of answers from all respondents for an item

$$\text{Item points} = \frac{\text{The highest value on the measurement scale} \times \text{number of respondents}}{\text{The highest value on the measurement scale} \times \text{number of respondents}} \times 100\%$$

The highest value on the measurement scale x number of respondents

Table 2. Assessment criteria table

Level	General Criteria
5 (Strongly Agree)	Shows very enthusiastic interest, excellent understanding of the material and program and has a positive influence on behaviour change
4 (Agree)	Shows enthusiastic interest, good understanding of the material and program and have a positive influence on behaviour change
3 (Disagree)	Shows sufficient interest, sufficient understanding of the material and program and has sufficient positive influence on behaviour change
2 (Disagree)	Does not show interest in the material and program, lacks understanding of the material and program, and has a positive influence on behaviour change
1 (Strongly Disagree)	Does not show any interest at all in the material and program

Table 3. Criteria for assessment results

Range	Interpretation
<50%	Participants showed unfavourable reactions to the material and program
51-60%	Participants showed quite good reactions to the material and program
61-80%	Participants showed good reactions because they realized they were getting useful benefits from the materials and programs
81-100%	Participants showed very good reactions

RESULT AND DISCUSSION

Table 4. Questionnaire results

Elements	Sub-elements	Result (%)	Average weight value per element
Level 1 (Reaction)	Clarity/ease of material to understand	88,5	88,3
	Mentor Quality	87,7	
	Motivation	88,8	
Level 2 (Learning)	Increase self-confidence	84,6	86,4
	Achievement	88,7	
	al Quran Skills	84,4	
	Increase Moral	88	
Level 3 (Behaviour)	Dare to come forward	83,8	86,2
	Enthusiastic about participating in activities	86,9	
	Good attitude	88	
Level 4 (Result)	Continuing higher education	85,2	85,1
	Pray more diligently	82,5	
	Be more kind to others	87,7	

Reaction Evaluation (Evaluating Reaction)

The importance of trainee reactions is one of the determinants of program success. To determine the level of participant satisfaction, Holton (1996) said that in the process of receiving learning, motivation is needed to create curiosity. In the reaction table there are three indicators, the Clarity/ease of material to understand indicator with a weight of 88.5, the Quality of Mentor indicator with a weight of 87.7 and the motivation indicator with a weight of 88.8. The Teladan Negeri Scholarship participants' curiosity and satisfaction with the program received excellent marks to continue participating in all activities.

Learning Evaluation (Evaluating Learning)

Kirkpatrick (1998:20) suggests "learning can be defined as the extension to which participants change attitudes, improve knowledge, and/or increase skills as a result of attending the program". From Kirkpatrick's understanding, it can be seen that the effectiveness of the program can be measured by knowing the differences in knowledge, skills, and attitudes or behaviour of participants before and after participating in the program. In the learning table there are several indicators, the indicator for increasing self-confidence with a value weight of 84.6, the achievement indicator with a weight value of 88.7, the Al-Quran skills indicator 84.4 and the attitude indicator is 88.0. This value is very good, although the self-confidence and Qur'an skills need to be improved again. From this score, it can be seen that this program can have a positive impact on the development of beneficiaries, especially in attitudes and morals (akhlak). This is in line with the goals of the Shari'a (Maqasid Syariah) in zakat, namely to protect reason and protect religion

Evaluating Behaviour

At level 3, the aim is to find out the extent to which knowledge and learning processes are applied in everyday life. The application in question is a change in the behaviour of participants in terms of enthusiasm in improving achievements and showing good morals. In the Behaviour table there are several indicators, the indicator of courage to appear with a weight of 83.8, the next indicator is enthusiasm for participating in activities with a weight of 86.9 and an indicator of good behaviour with a weight of 88.0.

Evaluation of Results (Evaluating Result)

Level 4 evaluation aims to determine the results of the impact of applying the material obtained in scholarship development and changes in participant behaviour on learning motivation and moral changes. In the results table there are several indicators, the indicator of continuing higher education with a weight of 85.2, then the indicator of becoming more diligent in worship with a weight of 82.5 and the indicator of increasingly doing good to others with a weight of 87.7. These results are very good, students who receive the benefits of Teladan Negeri scholarship have good motivation to study at a higher level and show good changes in daily behaviour. Zakat should not only be charitable, but in its utilization, it can also empower and change the habits of a beneficiary.

CONCLUSION

The implementation of the Kirkpatrick Model Evaluation in the Teladan Negeri Scholarship program is very effective in measuring students' learning motivation and moral improvement. From the results of the research that has been carried out, it is stated that each indicator is considered successful. With the highest weighted average value in the reaction section of 88.3, this means that state model scholarship students are enthusiastic about participating in every existing learning process, so that at level 2 learning participants become enthusiastic, at level 3, the habits of students who receive the benefits of the Teladan Negeri scholarship change for the better so that at level 4 the results of this Teladan Negeri scholarship

program can be an effective means of increasing student motivation in pursuing higher education so as to increase educational participation rates in Indonesia and improving the quality of human resources through improving student morals.

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CONFLICT OF INTEREST

The authors affirm that there is no conflict of interest in this article.

AUTHOR CONTRIBUTION

All authors jointly contributed to the development of this paper. All authors also contributed to reviewing and refining the paper, providing intellectual and methodological input, and ensuring its academic rigor and clarity. All authors read and approved the final version of the manuscript for publication.

AI GENERATIVE DECLARATION

The author declares that generative AI tools were not used in the creation of this article, except for text paraphrasing and cross-checking references. The author assumes full responsibility for the accuracy, integrity, and final content of this work.

RESEARCH ETHICS STATEMENT

The author(s) declare that this study did not involve any human biological samples or data, or animal subjects. Consequently, formal ethics committee approval and informed consent were not required for this research.

DATA AVAILABILITY STATEMENT

The data supporting the findings of this study are available from the corresponding author upon reasonable request, subject to institutional and ethical requirements.

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