ANALYSIS OF FACTORS THAT INFLUENCE STUDENTS' DECISIONS IN CHOOSING BOARDING SCHOOLS IN THE ENVIRONMENT OF UIN CYBER SHEIKH NURJATI CIREBON

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN MAHASISWA DALAM MEMILIH PONDOK PESANTREN DI LINGKUNGAN UIN SYEKH NURJATI CIREBON

Fawaz Irfan Mubarok
Master Business Administration, School Business Management, Institut Teknologi Bandung
fawaz_irfan@sbm-itb.ac.id

ABSTRACT

Annida Islamic Boarding School's success is influenced by both internal and external factors that shape its operations and appeal as a modern Islamic educational institution. External factors include economic conditions, such as affordable tuition fees and financial aid, as well as social and cultural trends driving the demand for religious-based education, although competition with similar institutions remains a challenge. Internally, Annida's strengths lie in its unique curriculum, which emphasizes Arabic and English language intensification, leadership training, and thematic studies with external experts, but operational challenges, such as the termination of its partnership with UIN Cyber, limit market access. This study identifies three primary factors influencing students' enrollment decisions: promotion, physical evidence, and process. Effective promotional strategies, including engaging digital and offline campaigns, build awareness and interest, while the quality of physical facilities, such as dormitories and study spaces, significantly impacts decision-making, necessitating continuous improvements. The process factor involves transparent, responsive, and efficient services, highlighting the need for digitalized systems and enhanced communication mechanisms. To increase enrollment, Annida requires strategic marketing initiatives, including strengthening digital marketing through engaging content, SEO, and partnerships with universities and local Islamic communities. Hosting open house events, leveraging alumni as ambassadors, and promoting Annida's reputation and programs are also essential. By focusing on these strategies, Annida Islamic Boarding School can enhance its market position, improve student satisfaction, and achieve sustainable growth in enrollment.

Keywords: *Factors, Students' Decisions, Choosing Boarding Schools, Environment of Uin Cyber Sheikh Nurjati Cirebon.*

ABSTRAK

Keberhasilan Pondok Pesantren Annida dipengaruhi oleh faktor internal dan eksternal yang membentuk operasi dan daya tariknya sebagai lembaga pendidikan Islam modern. Faktor eksternal meliputi kondisi ekonomi, seperti biaya pendidikan yang terjangkau dan bantuan keuangan, serta tren sosial dan budaya yang mendorong permintaan akan pendidikan berbasis agama, meskipun persaingan dengan lembaga serupa tetap menjadi tantangan. Secara internal, kekuatan Annida terletak pada kurikulumnya yang unik, yang menekankan intensifikasi bahasa Arab dan Inggris, pelatihan kepemimpinan, dan studi tematik dengan para ahli dari luar, tetapi tantangan operasional, seperti penghentian kemitraan dengan UIN Cyber, membatasi akses pasar. Studi ini mengidentifikasi tiga faktor utama yang mempengaruhi keputusan pendaftaran mahasiswa: promosi, bukti fisik, dan proses. Strategi promosi yang efektif, termasuk kampanye digital dan offline yang menarik, membangun kesadaran dan minat, sementara kualitas fasilitas fisik, seperti asrama dan ruang belajar, secara signifikan berdampak pada pengambilan keputusan, sehingga memerlukan perbaikan yang berkelanjutan. Faktor proses melibatkan layanan yang transparan, responsif, dan efisien, yang menyoroti perlunya sistem digital dan mekanisme komunikasi yang lebih baik. Untuk meningkatkan pendaftaran, Annida membutuhkan inisiatif pemasaran strategis, termasuk memperkuat pemasaran digital melalui konten yang menarik, SEO, dan kemitraan dengan universitas dan komunitas Islam lokal. Mengadakan acara open house, memanfaatkan alumni sebagai duta besar, dan mempromosikan reputasi dan program-program Annida juga sangat penting. Dengan berfokus pada strategi-strategi ini, Pondok Pesantren Annida dapat meningkatkan posisi pasarnya, meningkatkan kepuasan siswa, dan mencapai pertumbuhan yang berkelanjutan dalam hal pendaftaran.

Kata Kunci: Faktor-Faktor, Keputusan Mahasiswa, Memilih Pondok Pesantren, Lingkungan Uin Syekh Nurjati Cirebon.

INTRODUCTION

In the current era of globalization, Islamic boarding schools face several socio-cultural changes that are inevitable, Islamic boarding schools cannot escape the changes that are currently occurring and those that will come. The advancement of information technology can penetrate the cultural fortress of the boarding school. Islamic boarding schools face social dynamics that require them to appear in the competitive world of free markets, a number of other developments that are packaged in the dynamics of society which also lead to questions about the resilience, responsibility, ability and sophistication of Islamic boarding schools in the demands of major changes in the face of the current era of globalization (Syafa'at et al, 2014).

The development of the times in the era of the Industrial Revolution 5.0 emphasizes the importance of developing creativity through the application of soft skills and hard skills, so humans are required to be more creative, innovative, and skilled. In addition, humans must also be able to keep up with the growth of modern-based technology in order to compete globally. This also applies to the world of education, which needs to take concrete steps and strategize to adapt to the changing world that has been dominated by digital devices. Therefore, the role of building an image strategy for educational institutions is very important so that the institution is more easily recognized and recognized by the community. According to Surahman and Fitria (2019), creating a positive image for educational institutions can create a good impression in the eyes of the public that the institution is an excellent institution. Along with the advancement of science, technology and information, educational institutions make every effort to improve their quality in the hope of developing and advancing rapidly. Technology has become one of the important alternatives in fulfilling students' needs in the field of education, as well as attracting students as part of preparing for their future needs.

Technology is needed, among others, to meet the needs in managing pesantren data, the technical learning process, to become a way of branding institutions in introducing educational institutions. With the progress of educational institutions that continue to grow, the value of human resources (HR) is also increasing. This encourages educational institutions to compete through various competitions, which in turn requires innovation in educational systems, directions, and policies. In addition, educational institutions also need to improve their quality through their excellent programs, so that they are able to meet the needs of the institution while providing a positive influence. Talking about strategies in implementing quality improvement in education should be able to show the value of existence in order to maintain good institutional loyalty.

The repot data shows that internet users in Indonesia are 66.5% of the total population. The data below shows the growth of internet users from year to year around the world, especially in Indonesia. This is a potential and opportunity for businesses to reach a wider market and prepare the right strategy to be accepted by the market (Meltwater, We Are Social, 2024). Can be seen in the picture below.
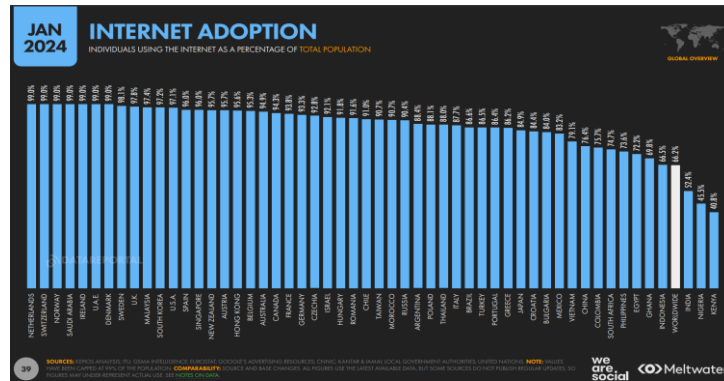
Figure 1. Percentage of Total Population Use Internet Around the World
(Source: Meltwater, we are social, 2024)

Social media statistics in Indonesia show that internet usage is stable at 0.8% or a 1.5 million increase in internet usage from the previous year, totalling 185.3 million internet users in Indonesia. Likewise, the number of mobile phone connections in Indonesia reached 353.3 million or 0.7% increase from the previous year with an additional 2.5 million cellular connections in Indonesia. This may be because some people have more than one cellular for different purposes, the ratio of cellular connections to the total population reached 126.8%. Can be seen in the figure below.
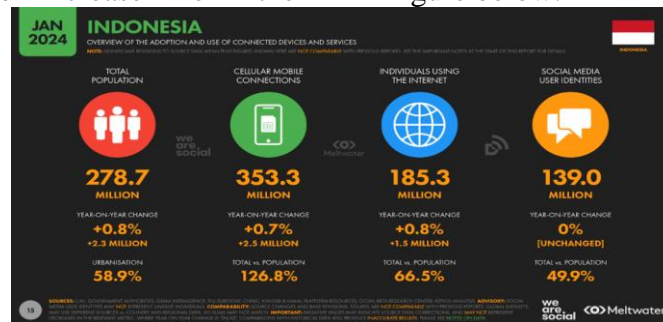

Figure 2. Percentage of Mobile, Internet and Social Media Use in Indonesia
(Source: Meltwater, we are social, 2024)

From the overall data on the use of social media that in Indonesia there are 139 million social media users which means there are 49.9% of the total population in Indonesia who use social media. The data shows that the average Indonesian spends time using social media every day for about 3 hours and 11 minutes, which is a decrease from the previous year of 7 minutes less using social media every day.
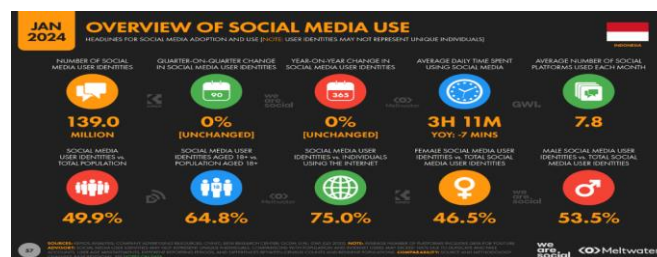

Figure 3. Overview of Social Media Use in Indonesia
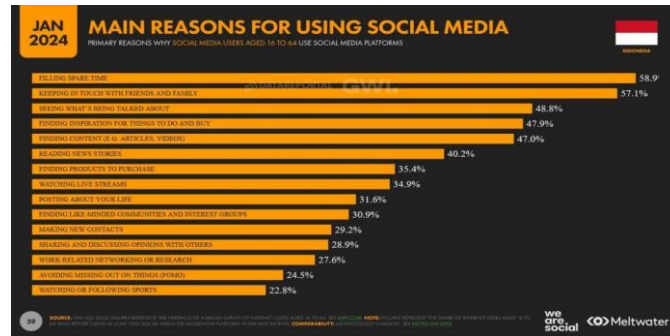(Source: Meltwater, we are social, 2024)

Figure 4. Main Reason for Using Social Media
(Source: Meltwater, we are social, 2024)

From the data above with internet technology all information is easy to obtain and can do many things such as socializing, doing activities at home without having to leave the house. This has caused internet and social media users to increase in Indonesia. As many as 47.9% use the internet to find inspiration about what to do or products. The data shows that implementing branding in the current era is very instrumental in closing a brand so that the boarding school will be quickly recognized by its identity widely. The implementation of the strategy is carried out with the aim of promoting the boarding school to the community. This process must be prepared as a step in preparing the right steps to increase the attractiveness of the institution in the eyes of the community. The implementation of this strategy needs to be designed with an attractive concept to create positive value, so that the products, services and quality of the boarding school remain recognized. Given the large number of boarding schools today and the changes that occur in various sectors, each boarding school must continue to keep up with the acceleration of change in order to be able to present innovations for the success of the institution The implementation of a digital technology-based branding strategy is a step that deserves to be used as a trend for institutional icons to attract public attention, especially in the face of increasingly fierce competition between educational institutions.

At this times, educational institutions that are present are increasingly competing among other education, both formal and non-formal educational institutions. Building brand identity in educational institutions is crucial in the context of competition between institutions, brands are considered to have a value that is parallel to reputation and the uniqueness of the brand can be a significant differentiating factor between one institution and another (Yaqin & Fadilah, 2024). This shows that the adoption of a branding strategy to maintain the existence of educational institutions, especially boarding schools, must be able to meet customer satisfaction. In addition, branding for boarding schools is not only promoting the name and location, but also highlighting its brand identity, so that the institution is more easily recognized and distinguished from others. The institution in question is an Islamic Boarding School. To maintain its existence and become top of mind in the community, Islamic Boarding School needs to be designed to maximize promotion. No matter how good the quality of an Islamic boarding school is, if it is not well promoted, this can result in a decrease in the number of students enrolling. Boarding school marketing is

a basic step that must be taken, not only to introduce the boarding school brand, but also to build a positive image of the institution and increase the interest of prospective students.

METHODS
Research Design

A research design is a strategy and procedure for collecting, compiling, processing, and analyzing a set of data and information on a current topic or issue. The research design allows the researcher to simplify and critically analyze the process of this study. The research design for this study is presented below.
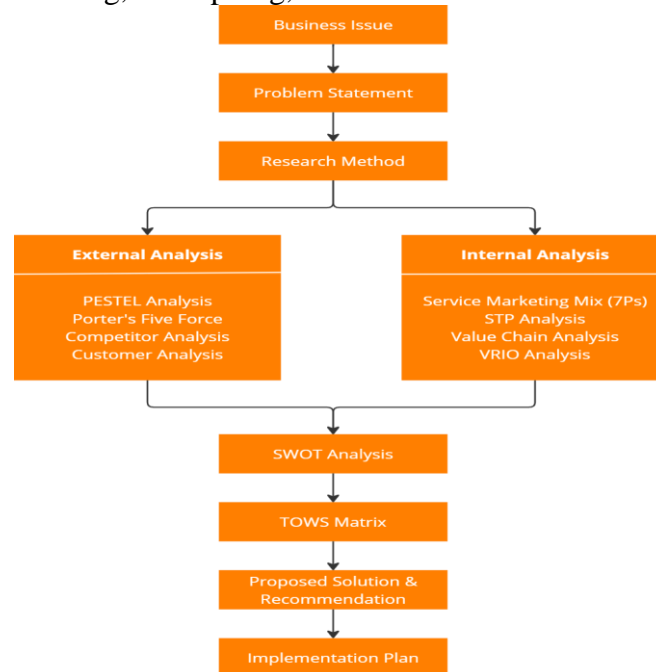

Figure 5. Research Design

This research is structured as described above, with the first step being the analysis of business problems through interviews with the caretaker of Pondok Pesantren Annida. After that, a Problem Statement is described, which is the formulation of a specific and relevant core problem. Then, the research involves a Research Method that includes primary data (such as observations and questionnaires) and secondary data (such as references and publications), which form the basis for collecting information. The study then analyzed External Analysis and Internal Analysis. External Analysis includes an evaluation of the external environment using several approaches such as PESTEL Analysis to analyze macroeconomic factors, Porter's Five Forces to understand industry competitiveness, Competitor Analysis to evaluate competitor positions, and Consumer Analysis to understand customer behavior and needs. On the other hand, Internal Analysis focuses on the company's internal environment using Marketing Mix to examine marketing strategies, STP Analysis (Segmentation, Targeting, and Positioning) to understand target markets, Value Chain Analysis to analyze activities that provide added value, and VRIO to assess the company's resource-based competitive advantage.

The results of the external and internal analysis are summarized in SWOT Analysis and then based on SWOT, strategy development is carried out using the TOWS Matrix. Next, the proposed pollution & recommendation stage develops strategic solutions and concrete recommendations based on the previous analysis. Finally, an Implementation plan is created, which is an implementation plan for strategic steps that includes execution details to ensure the proposed solutions can be implemented effectively and have an impact on solving business problems.

Data Collection Method

I plan to gather data for this project using four ways, and I will analyze both primary and secondary data dependent on the type of data obtained. The technique of data collecting is described below:

1. **Observation**

   According to Sekaran and Bougie (2016:127) observation is the focused observation, recording, analysis, and interpretation of behavior, activities, or events. Therefore, the author conducted meeting session with caregiver Pondok Pesantren Annida.

2. **Literature review**

   According to Sekaran and Bougie (2016:51), literature review is a systematic process for identifying, evaluating and analyzing relevant information from various sources, such as books, journals, theses, reports, and other documents, related to a particular research topic. This process aims to provide a theoretical framework, support research arguments, and identify existing research gaps. Literature reviews are a type of secondary data. The author's literary studies include papers, comparable research journals, and textbooks that serve as a theoretical foundation and support for study.

3. **Interview**

   According to Sekaran and Bougie (2016:113), interviews are discussions between two or more people. In this case, the author conducts interviews to find out issues inside the company and to explore other reasons for interviewees' perceptions of the organisation.

4. **Questionnaires**

   Questionnaires are tools designed to collect large amounts of data quantitatively (Sekaran and Bougie, 2016:143). This method can be administered in person (face to face with respondents), distributed electronically or directly to respondents. Therefore, the authors of this study distributed questionnaires to respondents regarding the topic under study.

RESULT
Outer Model Testing
Convergent Validity

Convergent validity is used to compare indicators to their variables in terms of loading factor values. Low loading values suggest that the indicator is not functioning properly in the measurement model. So the predicted loading factor number is larger than 0.7, indicating that it is high, and the Average Variance Extracted value must be greater than 0.5.

Table 1. *Convergent Validity Tests*: *Loading factor* and *AVE* score

No	Variable	Indicator	*Loading Factor*	*AVE*	Description
1	Students' Decision	Y1	0,778	0,718	Valid
2	Making (Y)	Y2	0,86		
3		Y3	0,899		
4	Product (P)	P1	0,864	0,796	Valid

5		P2	0,913	
6		P3	0,899	
7	Price (PR)	PR1	0,868	0,779	Valid
8		PR2	0,916	
9		PR3	0,862	
10	Place (PL)	PL1	0,851	0,696	Valid
11		PL2	0,831	
12		PL3	0,847	
13		PL4	0,807	
14	Promotion (PRO)	PRO1	0,932	0,875	Valid
15		PRO2	0,938	
16	People (PE)	PE1	0,92	0,832	Valid
17		PE2	0,886	
18		PE3	0,93	
19	Process (PS)	PS1	0,828	0,74	Valid
20		PS2	0,896	
21		PS3	0,858	
22		PS4	0,856	
23	Physical Evidence (PH)	PH1	0,888	0,751	Valid
24		PH2	0,879	
25		PH3	0,831	

Table 1 demonstrates that all indicators and interactions have a loading factor value larger than 0.70 and an AVE value greater than 0.5, indicating that all indicators are valid or have convergent validity.
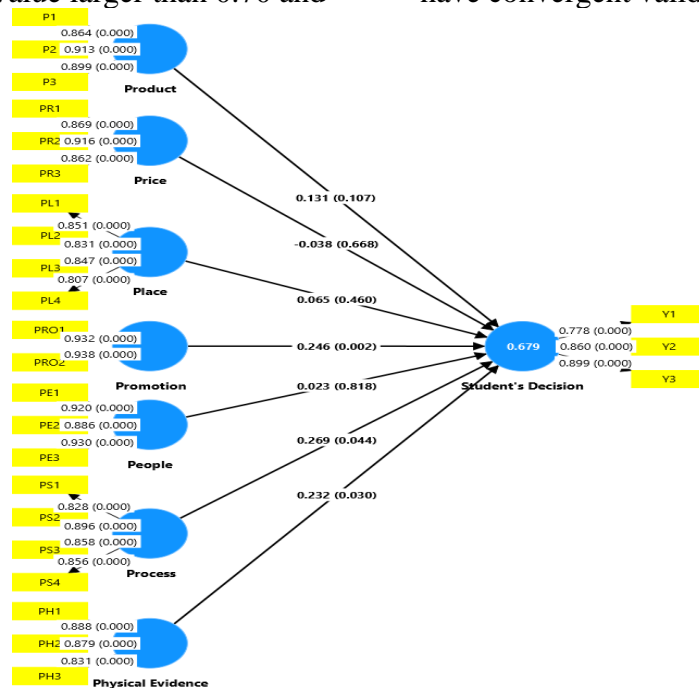

Figure 6. Outer Loading

Based on Figure 6 above, the output results above, it has been found that All indicators have an Outer Loading of higher than 0.70, therefore they are all indicators are declared valid.

Discriminant Validity

Discriminant Validity Testing is carried out to determine the validity of the construct and its indications. Assessed using the cross loading value,

which demonstrates the level of the correlation between each construct and its indicators, as well as indicators from other block constructions. A model's discriminant validity measures are

considered excellent if the correlation between the construct and its indicators is greater than the correlation with indicators from other block constructs.

Table 2. *Discriminant Validity*

	People	Physical evidence	Place	Price	Process	Product	Promotion	Student Decision
People	0,912							
Physical evidence	0,758	0,866						
Place	0,77	0,744	0,834					
Price	0,684	0,7	0,71	0,883				
Process	0,863	0,826	0,79	0,752	0,86			
Product	0,736	0,668	0,645	0,707	0,744	0,892		
Promotion	0,766	0,698	0,73	0,65	0,731	0,628	0,935	
Student Decision	0,74	0,753	0,705	0,641	0,781	0,673	0,728	0,847

Based on table 2 above, the cross loading results show that the correlation value of the construct with its indicators gives a greater value than the correlation value with other constructs. Thus, this study already has good discriminant validity for all constructs or variables, where each indicator in the construct has a better value than the indicators in other blocks.

Composite Reliability

The construct reliability test utilizes a procedure that assesses two criteria: composite reliability and Cronbach's alpha. The concept is considered realible if the composite reliability value and Cronbach's alpha are > 0.7. Table IV.10 displays the results of the Cronbach's alpha and composite reliability tests.

Tabel 3. *Composite Reliability*

Variable	Cronbach's Alpha	Composite Reliability	Description
Product	0,872	0,875	Reliable
Price	0,858	0,861	Reliable
Place	0,854	0,855	Reliable
People	0,899	0,9	Reliable
Process	0,882	0,883	Reliable
Promotion	0,857	0,858	Reliable
Physical Evidence	0,833	0,835	Reliable
Students' Decision Making	0,802	0,813	Reliable

Table 3 shows that all variables in this study have a value ≥ 0.7, which means that they have met the criteria for Cronbach's alpha and composite reliability. After conducting the

reliability test, it has been proven that all indicators and variables in this study are reliable.

Inner model Testis

R-Square

R analysis is used in research to determine the impact of an independent variable on a dependent variable. The following table shows the R2 value:

Table 4. *R-Square*

	R Square	R Square Adjusted
Students' Decision Making	0,691	0,679

According to Table 4, the R Square value for the student choice making variable is 0.691, which suggests that product, price, place, promotion, people, process, and physical evidence represent 69% of student decision making while selecting a boarding school. While the rest is explained by other factors that are outside of this research model. The R2 ranges from 0 to 1, with higher values meaning more explanatory power (Hair et al., 2021).

Path Coefficients

The Path Coefficient value indicates whether the hypothesis variable moves in a positive or negative way. The SmartPLS software's bootstrapping results show these values. To decide if a hypothesis may be accepted or rejected, analyze the significant value of constructs, t-statistics, and p-values. The path coefficient score or inner model is suggested by the Rules of Thumb with a t-statistics value > 1.96, a level of significance of p-value < 0.05 (5%) and a positive beta coefficient. This study consists of seven hypotheses, and the findings are achieved with three hypotheses that have significant results with a t-statistic value larger than 1.96 and P values less than 0.05, while one other hypothesis did not produce significant results.

Table 5. *Path Coefficients*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Product → Students' Decision Making	0,131	0,13	0,082	1,611	0,107
Place → Students' Decision Making	0,065	0,065	0,087	0,739	0,46
Price → Students' Decision Making	-0,038	-0,036	0,089	0,429	0,668
Promotion → Students' Decision Making	0,246	0,251	0,08	3,097	0,002
People → Students' Decision Making	0,023	0,021	0,1	0,23	0,818
Process → Students' Decision Making	0,269	0,273	0,133	2,019	0,044
Physical Evidence → Students' Decision Making	0,232	0,226	0,107	2,171	0,03

Hypothesis Analysis

H1: Product has no significant positive influence on student decision making to choose an Islamic Boarding School

The Path Coefficients research showed that there was no significant direct relationship between product (P) and student decision making, with a p value of 0.107 more than 0.05 and a t statistic of 1.611 less than 1.96. As a result, the first hypothesis in this research cannot be accepted.

H2: Place has no significant positive influence on student decision making to choose an Islamic Boarding School

The Path Coefficients research showed that there was no significant direct relationship between place (PL) and student decision making, with a p value of 0.46 more than 0.05 and a t statistic of 0.739 less than 1.96. As a result, the second hypothesis in this research cannot be accepted.

H3: Price has no significant positive influence on student decision making to choose an Islamic Boarding School

The Path Coefficients research showed that there was no significant direct relationship between price (PR) and student decision making, with a p value of 0.668 more than 0.05 and a t statistic of 0.429 less than 1.96. As a result, the third hypothesis in this research cannot be accepted.

H4: Promotion has a significant positive influence on student decision making to choose an Islamic Boarding School

The Path Coefficients research showed that there was significant direct relationship between promotion (PRO) and student decision making, with a p value of 0.002 less than 0.05 and a t statistic of 3.097 more than 1.96. As a result, the third hypothesis in this research can be accepted.

H5: People has no significant positive influence on student decision making to choose an Islamic Boarding School

The Path Coefficients research showed that there was significant direct relationship between people (PE) and student decision making, with a p value of 0.818 more than 0.05 and a t statistic of 0.23 less than 1.96. As a result, the third hypothesis in this research cannot be accepted.

H6: Process has a significant positive influence on student decision making to choose an Islamic Boarding School

The Path Coefficients research showed that there was significant direct relationship between process (PS) and student decision making, with a p value of 0.044 less than 0.05 and a t statistic of 2.019 more than 1.96. As a result, the third hypothesis in this research can be accepted.

H7: Physical evidence has a significant positive influence on student decision making to choose an Islamic Boarding School

The Path Coefficients research showed that there was significant direct relationship between physical evidence (PH) and student decision making, with a p value of 0.03 less than 0.05 and a t statistic of 2.171 more than 1.96. As a result, the third hypothesis in this research can be accepted.

Table 6. Summary of Hypotesis Analysis

Hypotesis	Description	Result
H1	Product has no significant positive influence on student decision making to choose an Islamic Boarding School	Rejected
H2	Place has no significant positive influence on student decision making to choose an Islamic Boarding School	Rejected
H3	Price has no significant positive influence on student decision making to choose an Islamic Boarding School	Rejected
H4	Promotion has a significant positive influence on student decision making to choose an Islamic Boarding School	Accepted
H5	People has no significant positive influence on student decision making to choose an Islamic Boarding School	Rejected
H6	Process has a significant positive influence on student decision making to choose an Islamic Boarding School	Accepted
H7	Physical evidence has a significant positive influence on student decision making to choose an Islamic Boarding School	Accepted
H8	Marketing Mix (7P) simultaneously has a significant positive influence student decision making to choose an Islamic Boarding School	Accepted

Internal Analysis
STP analysis
Segmentation

The following is the segmentation of the Annida boarding school in the form of table 7.

Table 7. Segmentation of Annida Islamic Boarding School

Category	Details
Geographic	- Region: Cirebon and surrounding areas (West Java), close to universities such as UIN Cyber Cirebon. - Population Density: Urban and suburban areas
Demographic	- Age: 18-25 years old. - Gender: male and female - Income: Middle-income - Life-cycle Stage: University freshmen - Education: Active student at university, especially open to Islamic religious education - Religion: Islam
Psychographic	- Lifestyle: Students who want a balance of academic, spiritual, and self-development in an Islamic environment. - Personality: Open to learning, disciplined, and with a vision of Islamic leadership.
Behavioral	- Occasions: New students who are looking for Islamic housing at the beginning of college - Benefits: In-depth religious education, English & Arabic intensification, academic support, and a friendly Islamic community. - User Status: First-time users (new students)

With this segmentation approach, Pondok Pesantren Annida ensures that its programs and facilities match the needs of students who are looking for an Islamic environment that supports academic and spiritual development.

This targeted segmentation is an important foundation for attracting and retaining students who are in line with the vision of the pesantren.

Targeting

The following is the target of the Annida boarding school in the form of table 8.

Table 8. Target of Annida Islamic Boarding School

Targeting Variable	Details
Primary Target Market	New male and female students studying at universities around Pondok Pesantren Annida in Cirebon, such as UIN Cyber Sheikh Nurjati Cirebon. The main focus is on those who are looking for an Islamic-based residence.
Demographic Target	- Age: 18-25 years old. - Gender: Open to both males and females (adjusted according to cottage facilities). - Education: Active students from various majors. - Religion: Islam. - Economy: Middle class family.
Behavioral Target	- Freshmen who want to integrate academic education with religious education. - Those who seek benefits such as an Islamic environment, religious learning, and academic support. - Loyal to the boarding school during the study period.
Psychographic Target	Students who have an Islamic lifestyle, are open to learning, disciplined, and want to build Islamic character to become leaders in the future.

From the table above, Pondok Pesantren Annida targets new students from surrounding universities who have a need for Islamic housing, prioritize flexible religious education, and support academic success. The main focus is to create an Islamic community that is welcoming and supportive of santri self-development.

Positioning

Pondok pesantren Annida's market presence is determined by nine key points in its market positioning:
a. Target Segment: new students aged 18-25 studying at universities around Cirebon, such as UIN Cyber Cirebon, with a need to live in an Islamic environment that supports academic and spiritual development.

b. Problem: students often struggle to find a place to live that provides a balance between academic facilities, in-depth religious learning, and an Islamic atmosphere conducive to character building.
c. Consumer job to be done: providing an Islamic residence that not only meets physical needs but also provides religious learning, leadership training, and language skill development, while remaining flexible to students' course schedules.
d. Frame of reference: pondok Pesantren Annida competes in the category of boarding schools that serve university students, focusing on the integration of formal education, religion, and Islamic life.

e. Basic requirement: comfortable and safe facilities, religious education programs such as yellow book studies, language intensification and thematic studies, flexible recitation schedules that adjust to college time and Islamic communities that support character development.

f. Unique value proposition: To become a modern and friendly Islamic home for students, with excellent programs such as language intensification, leadership training, and in-depth religious studies, to produce an Islamic generation that is excellent academically and spiritually.

g. Reason to believe: yellow Islamic classic book study program with classical methods that have been proven effective, intensification of Arabic and English languages that support students' global skills, support from external mentors in thematic study programs and a warm, inclusive and supportive Islamic environment.

h. Distinguished from competitors: emphasis on developing language and study skills as part of the curriculum, commitment to the tagline "Santri Friendly," creating a comfortable and supportive environment and facilities to support learning.

i. Emotional benefit: students feel accepted, valued, and supported to become a better Islamic person, while still focusing on achieving their academic achievements. They feel calm and comfortable because they are in an environment that integrates religious values with daily life.

Pondok Pesantren Annida is a modern boarding school specifically designed for new students from universities around Cirebon. With a flexible approach, academic support facilities and with excellent programs such as Arabic and English language intensification, classical book learning and thematic studies, Annida creates an Islamic environment that is inclusive, inspiring and suited to the dynamics of student life. The tagline "Friendly Santri" reflects our commitment to provide a warm, supportive, and inspiring learning experience, in order to shape a superior Islamic generation and grow into the Islamic leaders of tomorrow.

CONCLUSION

Annida Islamic Boarding School is influenced by various external and internal environmental factors that play an important role in determining its success as a business entity. External factors include economic aspects, such as the affordability of tuition fees and the existence of financial aid that can affect Annida's competitiveness. Social and cultural trends are also significant factors, where the increasing interest in modern religious-based education provides opportunities for Annida to attract more students. However, Annida also faces challenges from the competitive environment, particularly competition with student dormitories and boarding schools that offer similar programs. On the other hand, internal factors include the advantages of Annida's curriculum, such as the Arabic and English language intensification program, leadership training, and thematic studies involving external experts, which are the main attractions for prospective students. However, Annida faces challenges in operational management, such as the end of its cooperation with UIN Cyber, which reduces access to potential market segments. By strategically understanding and managing these factors, Annida can strengthen its position in the market.

The study also identified factors that influence students' decisions in

choosing boarding schools. This study shows that of the seven factors, there are three main factors that significantly influence students' decisions in choosing Annida Islamic Boarding School, namely promotion, physical evidence, and process. The promotion factor plays an important role due to the effectiveness of communication carried out by the boarding school in conveying the added value and excellence of its programs. Consistent, interesting and relevant information through social media, websites, as well as offline marketing activities such as seminars or direct visits, have a major influence in building awareness and interest in prospective students. In this case, Pondok Pesantren Annida needs to continue to optimize promotional strategies by conveying a strong narrative about its reputation, excellent programs, and successful santri experiences.

The second factor, physical evidence, is a major consideration for students and their parents. Students are more likely to choose boarding schools that have facilities that support learning, comfort, and self-development, such as proper dormitories, adequate study rooms, and access to extracurricular activities such as sports and arts. Pondok Pesantren Annida has demonstrated excellence in this regard through well-structured programs, supportive facilities, and an environment that reflects Islamic values. However, improving quality and regularly updating facilities is necessary to maintain competitiveness. The third significant factor is process, which includes the entire experience of students in interacting with the boarding school, from enrollment to daily life at the boarding school. Processes that are structured, transparent, and involve services that are responsive to students' needs can increase their satisfaction and

loyalty. The process factor at Pondok Pesantren Annida requires some improvements to increase its effectiveness and relevance to student needs. First, Annida needs to improve service speed and responsiveness, such as introducing a more integrated communication system through an automated chatbot or a dedicated service number ready to answer questions from prospective students and parents. Second, implementing a digital-based registration and administration system can simplify the registration process, allowing prospective students to register, upload documents, and monitor status in real-time. Therefore, the marketing and operational strategies of the boarding school should focus on strengthening these three aspects simultaneously to ensure increased enrollment and student satisfaction in the future.

To achieve the target number of santri enrollment each year, Pondok Pesantren Annida needs a planned and integrated strategic marketing initiative. The first strategy is to strengthen digital marketing through the use of social media such as Instagram, Facebook, Youtube and TikTok, which are equipped with interesting content, such as santri testimonials, videos of activities, and promotion of superior programs. This approach can be strengthened with search engine optimization (SEO) and paid advertising to increase Annida's visibility on search engines. The second strategy is to rebuild strategic partnerships, particularly with universities such as UIN Cyber and local Islamic communities, to reach the student segment directly. In addition, organizing open house activities, seminars, and thematic workshops can help introduce Annida's added value directly to prospective students and their parents. Utilizing alumni as promotional ambassadors is also an important step, as

they can provide authentic testimonials through social media or special events. With the implementation of these strategies, Pondok Pesantren Annida can strengthen its image, expand its market reach, and consistently increase the number of santri enrollment each year.

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