Student Admission Strategy in Terms of The Influence of Physical Infrastructure And Sharia Marketing On The Decision To Choose A College By New Students

(Student Admission Strategy in Relation To The Impacts of Infrastructure and Sharia Marketing Towards The Decision of Selecting A University)

Refi Nabillah Royadi[1], Laily Dwi Arsyanti[2], Rizal Syarief[3]

[1,2,3]School of Business, IPB University, Bogor, Indonesia

A R T I C L E I N F O	ABSTRACT
	Universities have a duty to provide quality education by constantly improving the quality they have. This study aims to analyze the factors of physical infrastructure and sharia marketing to the number of new student admissions and strategies to increase the number of students enrolling in the Global Institute of Technology and Business (Global Institute). The method used in this study is a quantitative method. The data processing and analysis techniques used in this study used Structural Equation Modeling (SEM), descriptive analysis, and SWOT analysis. From the results of this study, it can be concluded that physical infrastructure has a positive effect on decisions but not significantly on the decision to choose college, while Sharia marketing has a positive and significant effect on the admission of new students. Strategies toincrease the number of students enrolling in the Global Institute include having an extensive network of cooperation with the business world and industry for internships or working both at home and abroad, the implementation of affordable tuition fees with a payment scheme can be paid in installments, the possession of a curriculum that is able to adjusting to the development of the business world and industry, improving the quality of human resources both in terms of formal and non-formal education, and making continuous improvements and maintenance of facilities and infrastructure.

Corresponding Author:

Refi Nabillah Royadi,
School of Business,
IPB University,
Jl. Pajajaran, Bogor, 16151, Indonesia,
Email: nabillahrefi1@gmail.com

INTRODUCTION

Universities have the task oforganizing education by providing teaching that has scientific quality by constantly improving the quality they have. This Hal is done so that universities can produce superior human resources and can compete globally. Moststudents choose Perguruan Tinggi Negeri (PTN) as the purpose of continuing their education. This can be seen from the large number of students who choose to apply to PTN. Thereare 777,858 students who applied to PTN through the

Joint Entrance Selection for State Universities (SBMPTN) in 2021. Meanwhile, the number of students accepted on the track was only 184,942 students with details of 92,963 students from the science and technology study program and 91,9979 students from the social and humanities study program (DIKTI 2022).

Thereare 451 colleges tin the region IV of West Java and Banten from about 4,487 higher education in Indonesia, consisting of 94 universities, 16 institut, 207 high school, 88 academy, 40 politechnics, 5 Community Academies, and 1 college the height has not been recorded (PDDIKTI Region IV 2022). This competitive climate makes marketing efforts carried out by higher education, especially the private sector, required to work more optimally. This things is conducted that private universities can win competition between universities and improve the quality of education and professionalism of education management at these universities (Margaretha and Nilo 2016).

According to Artini et al. (2014), there are two factors that influence students' decisions in choosing a major as a place to study, namely internal environmental factors (product, price, promotion, people, and processes) and external environmental factors (reference groups, individual and family willpower). Physicalp rasarana is very effective to encourage the learning process and academic achievement of students because adequate physical infrastructure facilities can make students more enthusiastic to learn or carry out activities around campus (Jannah and Sontani 2018). Every improvement in the management of learning facilities and infrastructure will increase student learning motivation (Putra and Afriansyah 2019).

Institut Teknologi dan Bisnis Bina Sarana Global or commonly known as Global Institute is one of the private universities located in Tangerang City, Banten Province. Global Institute has two faculties, namely the Faculty of Information and Communication Technology (FTIK) and the Faculty of Business (FB). Every year the Global Institute opens registration to accept new students.

Global Institute has a vision of "Becoming a University in 2032 that has competence, superior quality and is able to compete at the national and international levels and has noble character". To achieve this goal, especially in terms of forming a generation with noble character, the Global Institute in one of its missions declares to "Produce graduates of national and international quality, productive, entrepreneurial spirit to produce independent, professional and noble scholars". Therefore, it is important for the Global Institute to ensure the availability of qualified physical infrastructure and the implementation of Sharia marketing that is oriented towards implementing good strategies and prioritizing noble morals for the achievement of the vision and mission. This research needs to be carried out to further analyze student admission strategies in terms of the influence of physical infrastructure and sharia marketing on university selection decisions, especially those at the Global Institute. Based on the information on new student admissions contained in the Global Institute, it can be seen that in the last 4 years, the number of new applications that have come shows a downward trend. The infrastructure, facilities, and marketing efforts carried out by the Global Institute are always growing every year while the new students who apply have decreased. Fluctuations in the number of students do not only occur at the Global Institute. Several universities in Banten have also experienced ups and downs in terms of the number of students. Based on data from PDDIKTI, the number of students in several universities in Tangerang can be seen in Table 1

Table 1. Number of Students of Several Private Universities in Banten According to PDDIKTI

No.	College Name	Number of Students		
		Odd 2019	**Odd 2020**	**Odd 2021**
1	BAC University	3340	3116	3056
2	ABC University	2573	2380	2078
3	STIE INP	2089	2138	1950
4	STMIK XYZ	1774	1691	1556
5	Global Institute	1236	1507	1453
6	STISIP GHJ	1266	1401	1252
7	STIKES YZL	923	848	924
8	STMIK MDP	376	380	398
9	STBA DEC	396	335	303
10	STES ILT	253	245	222
11	TNG Institute	0	77	266

Source: PDDIKTI per date: 11-0 6-2022

RESEARCH METHOD

Research Location and Time

This research is carried out in January – June 2022. The place where this research was conducted at the Institute of Technology and Business Bina Sarana Global Tangerang.

Data Types and Sources

This study used primary and secondary data sources. Primary data was obtained by disseminating questionnaires to students at the Global Institute. Secondary data is obtained indirectly or directly through intermediary media, such as relevant library sources, past research, the internet, and information from relevant institutions.

Population and Research Samples

The population used in this study was the entire mahasiswa Global Institute. The determination of the number of samples needed if the population is known to be carried out using the Slovin formula. Rumus Slovin can be determined in the following way:

$$n = \frac{N}{1+Ne^2}$$

Where: n = Number of Samples
N = Total Population
E = Standard Error = 10% (0.1)

Data Collection Techniques

Data collection techniques in this study were obtained through questionnaires, studi dokumentasi, and interviews.

Variable Operational Definition

Table 2. Variable Operational Definition

Variable	Operational Definition	Indicators	Measurement Scale	Source
Physical Infrastructure (X1)	Perceptions of prospective students towards physical infrastructure contained in the Global Institute	1. Have adequate facilities (PF.1) 2. Comfortable place to attend college (PF.2) 3. Have an adequate Building (PF.3) 4. Have an adequate building area, yard, and class area (PF.4)	Likert	Parmana (2017)

Variable	Operational Definition	Indicators	Measurement Scale	Source
Sharia Marketing (X2)	Marketing conducted by the Global Institute	1. Offer a study program that suits your wishes (PS.1) 2. Have graduates who work in accordance with their fields (PS.2) 3. Have a good image (PS.3) 4. Curriculum offerings that are in accordance with the study program (PS.4) 5. The cost per semester is quite affordable (PS.5) 6. Ability in payments (PS.6) 7. Sharia-compliant payment methods (PS.7) 8. Clear cost detail information (PS.8) 9. Have good service in marketing in accordance with sharia (PS.9) 10. A visit to the school conducted by the marketing team (PS.10) 11. Advertisements from social media (PS.11) 12. Delivery of sharia-compliant products (PS.12) 13. Has a location close to the main road (PS.13) 14. Has a location close to where you live (PS.14) 15. Have a good location, healthy, clean (PS.15) 16. Easy-to-reach access (PS.16)	Likert	Parmana (2017) Satyo and Suprihhadi (2013), Asnawi (2017)
The Decision to Choose College (Y1)	All efforts or effortsof prospective students in choosing to study at the Global Institute	1. Recognizing needs (KMK.1) 2. Information Search (KMK.2) 3. Offer Evaluation (KMK.3) 4. Decrees (KMK.4)	Likert	Aziz and Viu (2013), Shaari and Arifin (2009), Kotler & Armstrong, (2008)

Data Processing and Analysis Techniques

Test the Validity and Reliability of the Questionnaire
Pearson product moment validity test is a validity test used to measure the accuracy or suitability of an instrument / questionnaire used by researchers in obtaining research data from respondents. Whetheror not an item is appropriate to be used is carried out through a correlation coefficient significance test at a significance level of 0.05, meaning that an item is considered valid if it is significantly correlated to the total score.

Descriptive Analysis
Descriptive analysis of statistics is used to analyze data by describingsikan or describing data that has been collected without making a general decision (Sugiyono 2019).

Structural Equation Modelling (SEM)
Structural Equation Modelling (SEM) is a static equation that combines factor analysis and regression analysis (correlation). SEM aims to test the relationships between variables in a model, be it between indicators and their constructs or relationships between constructs. SEM is used to test whether or not the research model created is acceptable (Santoso 2018).

SWOT Analysis

The SWOT matrix is used to compile alternative strategies of an enterprise. Matriks SWOT is an important matching tool that helps managers develop four types of strategies: Strengths-Opportunities -SO strategy, weaknesses-opportunities -WO strategy, strengths-threats strategy (ST), and weakness-threats-WT strategy (David 2016).

RESULTS AND DISCUSSIONS

Test the Validity and Reliability of the Questionnaire

Hanalysis using   SPSS showed all the indictors present in the valid questionnaire totaled 24 indicators based on the calculated r value > r table. Rthe electability of the questionnaire showed a reliable questionnaire judging from the value of Cronbach's Alpha 0.917 > 0.6.

Respondent Profile

Of the 104 respondents, 64.42% were male respondents and 35.58% were female respondents. As many as 52.88% are students of the Informatics Engineering study program, as many as 37.50% are students of the information systems study program and 9.62% are students of the digital business study program. The age range of respondents aged 18-21 years was 66.35%, aged 22-25 was 29.81%, and >26 age was 3.85%. The last education of respondents before finally choosing to study at the Global Institute was still dominated by High Schools / Vocational Schools (SMA / SMK) which was 98.08%, followed by D3 as much as 1.92%. The class of college respondents in 2018 was 23.08%, in 2019 it was 3.85%, in 2020 it was 65.38%, and in 2021 it was 7.69%.

Descriptive Analysis

Indicator on the most dominant physical infrastructure variable is "Having a good, healthy, clean and comfortable place is also one of my considerations in determining the decision to apply for college" with 55.77% of respondents answering very much in agreement. In the sharia marketing variable, the most dominant indicator is "Having a study program that suits my wishes is one of the factors that determines me in choosing a university" with 64.42% of respondents answering very much in agreement. Whereas in thecontext of the decision to choose to study, the most dominant indicator is "I made a decision in making the decision to choose to study at the Global Institute of Technology and Business" with 50.96% of respondents answering in agreement.

SEM Analysis

The exogenous latent variables in this study were determined as many as 2 variables, namely physical infrastructure and sharia marketing. While the endogenous latent variables set are 1 variable, namely the decision of students in choosing to study at the Global Institute. The following are the results of the PLS-SEM Operational Model before modifications were made.   The shariamarketing ariabel shows that there are still several indicators below 0.7. This makes it necessary to modify the operational model of PLS-SEM, because indicators with small hasil termust be removed so that the yield of all indicators is more than 0.7.
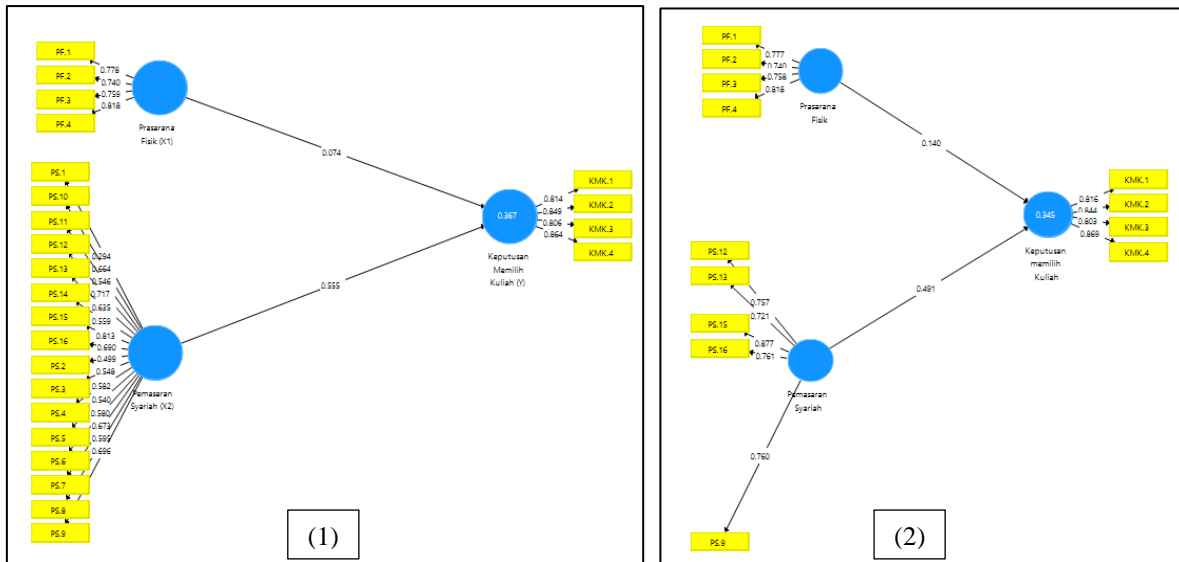
Figure 2. PLS-SEM Operational Model before modification **(1)** and after modification **(2)**, Source: Smart PLS SEM

From the results of the sem modification, it can be seen that the indicators have an Outer Loadings value above 0.7 which indicates that the indicators are valid. The nvalue of discriminant validity cross loadings indicates that all indicators are valid because they have higher values on the variables themselves compared to the values of those indicators from other variables. All existing variables have the value of Cronbach's Alpha and Composite Reliability > 0.7, which means that the variables are reliable.

The physical infrastructure variable indicator that best describes the convergent validity value variable is "Having a fairly spacious building, yard, and classroom is one of my considerations in determining the decision to apply for college". The indicator of the sharia marketing variable that has the highest convergent validity value is "Having a location that is in accordance with sharia that is good, healthy, clean and comfortable determines me in choosing a university". The variable indicator of the decision to choose the college that has the highest convergent validity value is "I made a decision in determining the decision to choose to study at the Institute of Technology and Business Bina Sarana Global".

From the results of the analysis, n R Square value of 0.345 shows that variable Y is able to be explained by variable X by 0.345 or 34.5%, which also means that there are 65.5% of other factors that were not studied. The results of the analysis of the influence of Sharia marketing on the decision to choose a lecture showed an Original Sample value of 0.491 (>0), a T Statistics value of 4.670 (>1.96) or P Values of 0.000 (< 0.05) which means that H2 is accepted. This means that Sharia marketing has a positive and significant effect on the decision to choose college. The influence of Sharia marketing on the decision to choose a lecture obtained an Original Sample value of 0.140 (>0), a T Statistics value of 1.328 (<1.96) or P Values of 0.185 (> 0.05) which indicates that H1 was rejected. That is, physical infrastructure has a positive effect on decisions but not significantly on decisions to choose college.

SWOT Analysis

	Strength (S)	Weakness (W)
	1. Have an extensive network of cooperation with the business world and industry to intern or work both at home and abroad. 2. Tuition fees are affordable and can be paid in installments, making it easier for students. 3. The curriculum adapts to the business world and industry 4. Already have accreditation, both institutions and study programs with good results. 5. Adequate facilities and infrastructure in the learning process such as computer labs, prayer rooms, spacious parking, sports facilities 6. Have practitioner lecturers and academics with a minimum education of S2.	1. There are still limited human resources in marketing the campus to outside parties. 2. Canteen facilities are still limited, especially the variety of food and drinks. 3. The location of the campus is not on the main road. 4. There are still limited study programs offered.
Opportunity (O)	**SO**	**Wo**
1. The increasing public understanding of the importance of education to a higher level (higher education). 2. The Foundation supports campus development policies. 3. The number of companies or industries in the campus environment. 4. The location is close to Soekarno Hatta International Airport.	1. By having an extensive network of cooperation to the business world and industry both at home and abroad for internships or work, students have the capital to intern or work in the company (S1, O3). 2. Affordable and indecisible tuition fees can improve strategies in facilitating student payments so that they can help people who have limited incomes (S2, O1) 3. A curriculum that adapts to the business and industrial world makes the quality of students as academics able to connect and match (link and match) with the business world or industry, so that graduates can be more easily absorbed in the world of work (S3, O3).	1. The lack of infrastructure can still be met in places adjacent to the campus such as sports facilities, cafes, and others (W2, O4). 2. With so many companies or industries around the campus, a comparative study is needed to the company/industry in order to improve the quality of human resources in accordance with the needs of the world and industry (W1, O3). 3. The number of companies (business and industry) with a variety of needs, makes it necessary to add study programs on campus to bridge these needs (W4, O3).
Challenge (T)	**St**	**Wt**
1. There are many campuses from other regions that have moved / opened campuses in the Tangerang area, both nationally and internationally. 2. Government regulation, especially in the field of education, is often capricious. 3. Many people prioritize continuing their education on public campuses over private ones 4. Students prefer to continue their studies in a place far from their home location.	1. An extensive network is a capital to be able to compete with other private universities, especially in Banten (S1, T1). 2. Conducting regular lecturer meetings in order to have a teaching pattern that can adapt to the needs of the business world and industry, while accommodating student complaints in the context of campus development (S3, S6, T3). 3. Improving facilities and infrastructure according to the needs of the teaching and learning process which is strongly supported by the foundation to prove to the community that pts is able to prepare the facilities and infrastructure needed (S5, T3).	1. Improving human resources both in terms of formal and non-formal education to anticipate existing developments (W1, T1). 2. It is necessary to understand human resources about regulatory changes, especially from the government (W1, T2). 3. With limited facilities, unique breakthroughs are needed so that the campus is better known by the community (W2, T3).

Managerial Implications

There are 4 managerial implications of this study including: (1). The influence of physical infrastructure is not significant on the decision to choose a lecture, indicating that the infrastructure around the campus is sufficient according to the students. This indicates that physical infrastructure to support student needs does not need to be added. But it would be better if the maintenance of physical infrastructure was carried out regularly even though it did not have a significant effect. (2). Having a location that is in accordance with sharia (a good, healthy, clean and comfortable environment), the addition of study programs, affordable costs and maintaining a good image is a determinant for prospective students in choosing the Global Institute as a place to study. This is also one of the indicators in marketing, especially Sharia marketing. (3). The marketing division needs to further improve its performance in marketing products in sharia so that the Global Institute is better known by the public. (4). The formulation of strategies in this study is expected to be able to provide convenience for stakeholders in deciding policies that are in accordance with their needs. The right strategy will provide an increase in the number of students enrolling in the Global Institute.

CONCLUSIONS

Physical infrastructure has a positive effect on decisions but not significantly on decisions to choose college. Sharia marketing has a positive and significant effect on the admission of new students. Improvingthe aspects of location that are in accordance with sharia (good, healthy, clean and comfortable) and doing promotions honestly, as is, and without exaggerating anything is a strategy to improve sharia marketing. Strategies used to increase the number of students enrolling at the Global Institute include having an extensive network of cooperation with the business world and industry for internships or working both at home and abroad, implementing affordable tuition fees with a payment scheme that can be paid in installments, having a curriculum that adapts to the development of the business world and industry, improving the quality of human resources both in terms of formal education and non-formal, and carry out continuous improvement and maintenance of facilities and infrastructure.

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