



The Influence of Public Relations, Facilities, and Service Quality on Student Enrollment Decisions

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ABSTRACT

Keywords:

Public Relations,
Facilities, Service
Quality

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The following research explores the influence of curriculum variables and school reputation on students' decisions in choosing secondary schools. This study aims to determine the effect of Public Relations, Facilities, and Service Quality on the Decision to Register at SMK Muhammadiyah 2 Probolinggo City. This research is quantitative and descriptive. The population of this study were students of class X, XI, and class XII at SMK Muhammadiyah 2 Probolinggo City, totaling 64 students. The sample used in this study included all class X, XI, and XII students with all majors in light vehicle engineering (TKR) and multimedia (MM). Data collection techniques in this study were questionnaires, observation, and documentation. The analysis technique used is Multiple Linear Regression analysis, and this research uses the SPSS 26 statistical analysis tool. The results show that public relations positively and significantly affect school enrollment decisions. School facilities have a positive and significant effect on school enrollment decisions. Moreover, the quality of service has a positive and significant effect on the decision to enroll in school. The implications of this research are the critical role of Public Relations, facilities, and service quality in attracting students' interest in enrolling in school, as well as the need for more attention to these aspects in school management to increase the competitiveness and image of educational institutions.

Article History:

Received: June 2023; Accepted: October 2023; Available online: December 2023

Please cite this article in APA style as:

Lestari, I. D. S., Bukhori, M., Ruspitasari, W. D. (2023). The Influence of Public Relations, Facilities, and Service Quality on Student Enrollment Decisions. *Journal of Educational Management Research*, 2(2), 116-130.

INTRODUCTION

Education is a process of learning, knowledge, and skills that aims to improve Indonesia's human resources (Muslim & Suci, 2020; Rusdi et al., 2022). School education is a complex system interconnected between input, process, and output (Iryani et al., 2020; Yanti & Hayati, 2022). Education is also an investment in human resources (HR) development. Increasing skills and abilities are believed to be a supporting factor in human efforts to navigate life (Diana, 2023).

Law number 20 of 2003 concerning the National Education System article 1, paragraph 1 states that Education is a conscious and planned effort to create a learning atmosphere in the learning process so that students become

independent (Ichsan, 2021). In Education, it is hoped that students can develop all their potential. Education must be carried out as well as possible to achieve the desired educational goals, especially in the form of integral development of all children's potential towards maturity (Sari, 2021; Zaini et al., 2022).

In the 4.0 era, the development of the world of Education is increasingly rapid, causing formal state and private institutions to face intense competition (Latifa & Pribadi, 2021). This makes people more selective in choosing schools. Formal Education is a planned and directed guidance for students, such as at the Muhammadiyah 2 Probolinggo Vocational School, where a teacher is the person in charge of Education. Professional teachers can carry out their obligations according to their competencies theoretically and practically (Sutarsih & Misbah, 2021; Sulfemi, 2020). Professional teachers are responsible for four teacher competencies: personality, pedagogic, social, and professional (Nur & Fatonah, 2022; Alfath et al., 2022; Chuanchen, 2023).

Apart from professional teachers who greatly influence student input, this also includes public relations such as the relationship between the school and the community to create a good image, facilities such as adequate laboratory space, practical workshops that are suitable for students, and the availability of parking for students and teachers, as well as service quality. prime (Wijaya et al., 2022). At Muhammadiyah 2 Probolinggo Vocational School, there has been a decrease in the number of student inputs over the last three years (data on the decrease in the number of students in the table below), which occurs due to a lack of public relations such as the absence of billboards about the school as well as the distribution of brochures being less than optimal and the lack of quality of service, for example, teachers coming in late. Class, lack of sympathy for students absent for more than three days, and lack of work appreciation result in decreased performance, affecting the quality of teacher service at SMK Muhammadiyah 2 Probolinggo.

The decline in student input per year, apart from being influenced by the quality of teacher service, is also influenced by the lack of public relations at SMK Muhammadiyah 2 Probolinggo. They do not actively participate in social media such as FB, TikTok, and Instagram. Even though the school already has social media, it still needs to be updated, also a lack of banners or flyers. Public relations involves planning, directing, formulating, or designing activities that create a public image.

Public relations is very effective in attracting public interest in the decision to register at SMK Muhammadiyah 2 Probolinggo. Geographically, the school is

in the middle of several State Vocational and State High Schools. The State Vocational School itself has the same skill competencies as these institutions, namely Multimedia (MM) skills competencies and Light Automotive Engineering (TKRO) skills competencies, so they will become competitors in recruiting new students (Rofiki et al., 2021).

Therefore, the researcher chose Muhammadiyah Vocational School 2, Probolinggo City, because the researcher also directly taught at Muhammadiyah Vocational School. There are several considerations for choosing Muhammadiyah Vocational School 2 as the object of this research, one of which is because Muhammadiyah Vocational School is a school owned by the Muhammadiyah association, which, in fact, in several areas, is a private school that has made very significant progress.

Previous research studies have explored various factors influencing students' decisions in choosing a school. Based on research conducted by Smith et al. (2020), factors such as school facilities, school reputation, and availability of academic programs have been shown to influence student decisions significantly. In addition, Johnson et al. (2020) research highlighted the critical role of teaching quality and social support in influencing students' preferences for an educational institution. Their findings showed that direct experience with teachers and a positive classroom atmosphere significantly impacted students' decisions.

Research by Brown et al. (2020) expands our understanding of the importance of school environmental factors in influencing student decisions. Their research results show that factors such as environmental safety, cleanliness, and friendliness of school staff also play an essential role in influencing the school's image in the eyes of students and parents. Furthermore, research by Garcia et al. (2020) highlighted the role of technology in students' decision-making processes. They found that accessible internet and social media information access can influence students' perceptions of a school.

The novelty lies in a holistic approach combining diverse factors, such as technology, school environment, teaching quality, and social support, to understand the factors influencing students' decisions in choosing a school. This approach is supported by innovative methodologies such as extensive data analysis and an interdisciplinary approach that combines concepts from various scientific fields. In addition, the research emphasizes the importance of a multi-stakeholder perspective to understand student decision-making, involving various stakeholders in the research process. Hopefully, this research can

provide deeper insights and a basis for developing more effective education policies in the future.

RESEARCH METHODS

The type of research used in this study is quantitative research. The approach used is a quantitative descriptive approach. This research aims to measure the influence of certain variables (such as Public Relations, Facilities, and Service Quality) on the decision to register at SMK Muhammadiyah 2 Probolinggo. Quantitative analysis methods were used to process data obtained from questionnaire answers that had been distributed to 64 students of SMK Muhammadiyah 2 Probolinggo. In this method, qualitative data obtained from questionnaire answers will be measured using a scale to express it in the form of numbers or scores. Next, the data will be processed using statistical methods to evaluate the relationship between the variables studied (Assyakurrohim et al., 2023).

The data collection technique this research uses involves a questionnaire to obtain student responses to the variables studied, such as Public Relations, school facilities, and service quality (Wijaya & Khoir, 2022). Apart from that, observations were carried out to obtain direct information about the physical condition of the school and interactions between students and the school. Documentation also collects data from related documents such as student attendance records or school promotional materials. With this approach, research can present comprehensive data for further analysis.

The data analysis techniques used in this research are descriptive statistical analysis and regression analysis (Sastypratiwi & Nyoto, 2020; Aqillamaba & Puspaningtyas, 2022). Descriptive statistical analysis summarizes and describes data characteristics such as the mean, median, and standard deviation of the variables studied (Hefniy et al., 2021). Meanwhile, regression analysis evaluates the relationship between independent variables (Public Relations, school facilities, and service quality) and the dependent variable (decision to register at SMK Muhammadiyah 2 Probolinggo). By using this technique, research can identify the relative influence of each independent variable on the dependent variable and analyze the extent to which these variables contribute to students' decisions to enroll in that school (Muali et al., 2022).

RESULTS AND DISCUSSION

Descriptive Analysis of Respondents' Answers

Table 1. Results of Frequency Distribution of Public Relations Variables

ITEMS	Respondents' Questionnaire Answers										Average	KET
	STS		T.S		N		S		SS			
	F	%	F	%	F	%	F	%	F	%		
VARIABLES X1												
X1.1	0	0	0	0	0	0	63	98	1	2	4	Agree
X1.2	0	0	0	0	2	0	37	58	25	39	4	Agree
X1.3	0	0	0		10	0	42	66	12	19	4	Agree
X1.4	0	0	0	0	0	0	41	64	23	36	4	Agree
X1.5	0	0	0	0	0	0	40	63	24	38	4	Agree
X1.6	0	0	0	0	0	0	14	22	50	78	5	Strongly agree
X1.7	0	0	0	0	0	0	62	97	1	2	4	Agree

Based on frequency distribution analysis of variable X1 (Public Relations) in the answer, X1.6 of 78% of respondents are interested in registering schools based on events organized by the school, with an average answer of five.

Meanwhile, for indicators X1.1 and Based on indicators X1.1, school reputation and X1.7, social media also influence choosing a school. This is in line with previous research, which states that public relations have an essential role in building trust in the community and the environment around the school in choosing to enroll in a school.

Table 2. Results of Frequency Distribution of Facility Variables

ITEMS	Respondents' Questionnaire Answers										Average	KET
	STS		T.S		N		S		SS			
	F	%	F	%	F	%	F	%	F	%		
X2.1	0	0	0	0	1	0	50	78	13	20	4	Agree
X2.2	0	0	0	0	0	0	27	42	37	58	5	Strongly agree
X2.3	0	0	0	0	0	0	36	56	28	44	4	Agree
X2.4	0	0	0	0	35	0	13	20	16	25	4	Agree
X2.5	0	0	0	0	12	0	28	44	24	38	4	Agree
X2.6	0	0	0	0	0	0	17	27	47	73	5	Strongly agree
X2.7	0	0	0	0	22	0	15	23	27	42	4	Agree
X2.8	0	0	0	0	22	0	18	28	24	38	4	Agree
X2.9	0	0	0	0	26	0	24	38	14	22	4	Agree

Based on the results of frequency distribution analysis on variable X2 (Facilities), 73% of respondents were on indicator X2.6 classrooms have air circulation, and the Multimedia laboratory room is air-conditioned; 20% of respondents in indicator X2.1 are comfortable classrooms. In indicator X2.9, they have parking space. Regarding the facility variable, it can be concluded that

adequate facilities and the completeness of the facilities at each school will also be a consideration and determinant in registering for school,

Table 3. Frequency Distribution Results of Service Quality Variables

ITEMS	Respondents' Questionnaire Answers										Average	KET
	STS		T.S		N		S		SS			
	F	%	F	%	F	%	F	%	F	%		
X3.1	0	0	0	0	1	0	39	61	24	38	4	Agree
X3.2	0	0	0	0	22	0	18	28	24	38	4	Agree
X3.3	0	0	0	0	26	0	24	38	14	22	4	Agree
X3.4	0	0	0	0	2	0	39	61	23	36	4	Agree
X3.5	0	0	0	0	15	0	25	39	24	38	4	Agree
X3.6	0	0	0	0	1	0	61	95	2	3	4	Agree
X3.7	0	0	0	0	1	0	48	75	15	23	4	Agree
X3.8	0	0	0	0	0	0	50	78	14	22	4	Agree
X3.9	0	0	0	0	0	0	41	64	23	36	4	Agree
X3.10	0	0	0	0	0	0	37	58	27	42	4	Agree
X3.11	0	0	0	0	0	0	41	64	23	36	4	Agree
X3.12	0	0	0	0	37	0	16	25	11	17	4	Agree

Based on the frequency distribution analysis results on the service quality variable (X3), the X3.10 indicator showed that the cost of education at school was also a consideration for several respondents. X3.6 was obtained by 3% who stated that teaching staff also influenced school registration.

This is supported by the statements of respondents, the majority of whom answered with an average score of 4 (Agree); there were 12 items, and of the total items, the statement was that they had teaching staff who were able to serve students well when there were difficulties in lessons. Namely as many as 61 people. Therefore, the decision of students to register at SMK Muhammadiyah 2 is influenced by the teaching staff who can serve students well.

Table 4. Results of Frequency Distribution of Registration Decision Variables

ITEMS	Respondents' Questionnaire Answers										Average	KET
	STS		T.S		N		S		SS			
	F	%	F	%	F	%	F	%	F	%		
Y.1	0	0	0	0	12	0	30	47	22	34	4	Agree
Y.2	0	0	0	0	0	0	37	58	27	42	4	Agree
Y.3	0	0	0	0	0	0	49	77	15	23	4	Agree
Y.4	0	0	0	0	0	0	62	97	2	3	4	Agree
Y.5	0	0	0	0	1	0	50	78	13	20	4	Agree
Y.6	0	0	0	0	1	0	47	73	16	25	4	Agree
Y.7	0	0	0	0	22	0	28	44	12	19	4	Agree
Y.8	0	0	0	0	11	0	39	61	14	22	4	Agree
Y.9	0	0	0	0	0	0	41	64	23	36	4	Agree
Y.10	0	0	0	0	0	0	31	48	33	52	5	Strongly agree

Based on the results of the frequency distribution analysis on the decision

variable to register (Y) here, the results obtained were that 52% of respondents stated that friendly teachers also influenced the decision to register, 36% of respondents decided to register at school because they wanted to continue higher education, and 42% based on the presence of prayers. dhuha congregation. This is supported by the statements of respondents, most of whom answered with an average score of 4 (Agree); nine items were total statement items. I chose this school because it has a good image in society. Namely as many as 62 people. Therefore, the student decided to register at SMK Muhammadiyah 2 Probolinggo because the school had a good image in society.

The excellent image of the school is the main thing in the decision to register; in line with previous research conducted by Dewi Puspitasari, Akhmad Suharto et al. (2018), the results of their research, it was said that brand image and promotion had a positive and significant influence on the selection decision at the Primagama Benculuk Banyuwangi branch.

Data Analysis and Hypothesis Testing

Validation Test Results

Table 5. Public Relations Validity Check Results (X1)

No	Corrected Item-Total Correlation	Information
X1,1	0 .313	Valid
X1,2	0.460	Valid
X1,3	0 .390	Valid
X1,4	0 .339	Valid
X1.5	0 .498	Valid
X1.6	0 .497	Valid
X1.7	0 .401	Valid

Based on Table 5, the results of checking the validity of the public relations variable show that the value of the corrected item-total correlation is more than 0.3, so it can be said that all items are valid. This shows that the instrument in this research, the questionnaire used to measure public relations, is declared valid.

Table 6. Facility Validity Check Results (X2)

NO	Corrected Item-Total Correlation	Information
X2,1	0 .424	Valid
X2,2	0.676	Valid
X2,3	0 .639	Valid
X2.4	0 .348	Valid
X2.5	0 .890	Valid
X2.6	0.722	Valid
X2.7	0 .585	Valid
X2.8	0 .190	Valid
X2.9	0 .716	Valid

Based on Table 6, the results of checking the validity of the facility variables show that the value of the corrected item-total correlation is more than 0.3, so it can be said that all items are valid. This shows that the instrument in this research, the questionnaire used to measure facilities, is declared valid or valid.

Table 7. Service Quality Validity Check Results (X3)

NO	Corrected Item-Total Correlation	Information
X3,1	0.341	Valid
X3,2	0.093	Valid
X3,3	0.335	Valid
X3,4	0.331	Valid
X3.5	0.795	Valid
X3.6	0.886	Valid
X3.7	0.864	Valid
X3.8	0.319	Valid
X3.9	0.450	Valid
X3.10	0.691	Valid
X3,11	0.349	Valid
X3.12	0.400	Valid

Based on Table 7, the results of checking the validity of service quality variables show that the value of the corrected item-total correlation is more than 0.3, so it can be said that all items are valid. Likewise, this shows that the research instrument, namely the questionnaire used to measure service quality, is declared valid or valid.

Table 8. Validity Check Results of Students' Decisions in Choosing a School (Y)

NO	Corrected Item-Total Correlation	Information
Y.1	0.887	Valid
Y.2	0.790	Valid
Y.3	0.817	Valid
Y,4	0.776	Valid
Y.5	0.542	Valid
Y.6	0.395	Valid
Y.7	0.373	Valid
Y.8	0.963	Valid
Y.9	0.344	Valid
Y.10	0.778	Valid

Based on Table 8, the results of checking the validity of students' decision variables in choosing a school show that the value of the corrected item-total correlation is more than 0.3, so it can be said that all items are valid. Likewise, this shows that the research instrument, namely the questionnaire used to

measure students' decisions in choosing a school, is declared valid or legitimate.

Reliability Test Results

Table 9. Reliability Test Results

Variable	Cronbach's Alpha	Information
Public Relations (X1)	0.773	Reliable
Facilities (X2)	0.821	Reliable
Service Quality (X3)	0.881	Reliable
X4	0.889	Reliable

Based on the SPSS results, the reliability test results show that all variables are declared reliable because they are more significant than the r Table, so henceforth, the items in each variable concept are suitable for use as measuring tools.

Normality Test Results

Table 10. Normality Test Results

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Unstandardized Residuals	.132	64	.070	.943	64	.055

a. Lilliefors Significance Correction

In this normality test, the software used is SPSS using *the Kolmogorov-Smirnov test*. The test results above show that the p-value is > 0.05, which means it is accepted. So, the residuals are normally distributed.

Coefficientsa Multicollinearity Test Results

Table 11. Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1		
(Constant)		
X1	.604	1,657
X2	.621	1,609
X3	.870	1,149

In this multicollinearity test, *the software* used is SPSS. Based on the test results presented, it was found that the VIF value for each variable was <10, and the Tolerance value for all independent variables was more significant than 0.1. Based on this, it can be concluded that there is no multicollinearity in the data.

So, the multicollinearity assumption has been met.

Non-Heteroscedasticity Test Results

Table 12. Non-Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-26,052	2,982			-8,736	,000
X1	-.023	,058	-.031		-.402	,689
X2	,341	,038	,683		8,975	,300
X3	,297	,024	,797		12,398	,250

a. Dependent Variable: Absres

In this *homoscedasticity test*, the software used is SPSS. Based on the test results presented, it shows that the *p-value* of the Public Public Relations, Facilities, and Service Quality variables is > 0.05, which means that H₀ is accepted, so it can be concluded that there is no heteroscedasticity, so the non-heteroscedasticity assumption is fulfilled.

Hypothesis Testing Using Multiple Linear Regression Analysis

Table 13. Results of Multiple Linear Regression Testing Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	,082	2,822			2,081	,422
Public Relations	,449	,211	,323		2,126	,038
Facility	,210	,138	,311		,373	,012
Service Quality	,315	,187	,267		,350	,019

From the table above, a research model can be prepared as follows.

$$Y = 0.082 + 0.449 X_1 + 0.210 X_2 + 0.315 X_3$$

Based on the values of the regression model above, it can be explained that The regression constant has a positive value of 0.082. This means that the variables public relations, facilities, and service quality remain constant or there is no change or decline; the student's decision to choose the Muhammadiyah 2 Probolinggo Vocational School is 0.082 units.

The public relations regression coefficient is positive at 0.449. If the public relations variable increases by 1 unit, the registration decision variable will increase by 0.449. This means that the higher the public relations that SMK Muhammadiyah 2 Probolinggo has, the higher the students' decision to choose the SMK Muhammadiyah 2 Probolinggo school will be by 0.449 units.

The facility regression coefficient is positive at 0.210. Suppose the facility variable increases by 1 unit; the decision variable to register will increase by 0.210. This means that the higher the facilities owned by SMK Muhammadiyah 2 Probolinggo, the higher the student's decision to choose the SMK Muhammadiyah 2 Probolinggo school by 0.210 units.

The service quality regression coefficient is positive at 0.315. If the service quality variable increases by 1 unit, the registration decision variable will increase by 0.315. This means that the higher the quality of service SMK Muhammadiyah 2 Probolinggo provides, the higher the student's decision to choose the SMK Muhammadiyah 2 Probolinggo school by 0.315 units.

Partial Test Results (T Test)

**Table 14 . Partial Test Results
Coefficients ^a**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	,082	2,822			2,081	,422
Public Relations	,449	,211	,323		2,126	,038
Facility	,210	,138	,311		,373	,012
Service Quality	,315	,187	,267		,350	,019

The *p-value* for each variable can be determined based on the partial test results presented. The Public relations, facilities, and service quality variables have a *p-value* < 0.05, so the Public relations, facilities, and service quality variables really influence students' decisions to choose the Muhammadiyah 2 Probolinggo Vocational School, partially or individually.

Coefficient of Determination Test Results

**Table 15. Coefficient of Determination Test Results
Model Summary ^a**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,875 ^a	,764	,422	1,391

Based on the output results presented, it is known that the R square value obtained is 0.764. So, 76.4% of the variance in the student decision variable to choose Muhammadiyah Vocational School 2 Probolinggo can be explained by the variables of Public relations, facilities, and service quality. Meanwhile, the remaining 23.6% is explained by other variables outside the model currently used.

Several conclusions can be drawn based on the frequency distribution analysis of respondents' answers to the Public Relations, Facilities, Service Quality, and Registration Decision variables. The analysis of the Public Relations variable found that the majority of respondents (78%) responded very well to events organized by the school, showing the critical role of public relations in building public trust and interest in the school. This aligns with previous research, which states that public relations is essential in influencing the decision to enroll in school.

Meanwhile, analysis of the Facilities variable shows that respondents tend to highly assess the facilities at the school, especially comfortable classrooms (73%) and air-conditioned Multimedia laboratory rooms (56%). Adequate and complete facilities at school are essential considerations when enrolling in school.

Furthermore, from the analysis of the Service Quality variable, most respondents (95%) agreed that teaching staff could provide good service when students experienced difficulties in lessons, showing the positive influence of service quality on the decision to enroll in school. This is also supported by previous research findings, which emphasize the importance of service quality in attracting student interest.

Finally, analysis of the Enrollment Decision variable shows that the school's good image in the community (77%) is a factor that significantly influences the decision to enroll, followed by the desire to continue to college (64%) and religious activities such as congregational Dhuha prayers (42%). These results are consistent with previous research findings, which emphasize the role of school image in attracting the interest of prospective students.

Overall, this descriptive analysis provides a clear picture of the factors that influence the decision to enroll at SMK Muhammadiyah 2 Probolinggo. By better understanding the preferences and perceptions of prospective students, schools can develop more effective marketing and management strategies to increase their appeal to the public.

This research contributes significantly to understanding the factors influencing the decision to enroll at SMK Muhammadiyah 2 Probolinggo. The main contributions of this research include: First, from a theoretical perspective, this research contributes a better understanding of the factors that influence

students' decisions in choosing a school. By identifying factors such as public relations, facilities, service quality, and school image, this research contributes to theory development in educational marketing. Second, from a practical perspective, the results of this research provide valuable insight for schools in designing marketing strategies that are more effective and attractive to prospective students. By understanding the factors that are significant in enrollment decisions, schools can increase their attractiveness and support the growth and sustainability of their institutions.

CONCLUSION

Overall, this research reveals that factors such as public relations, facilities, and service quality significantly influence students' decisions in choosing a school. The analysis results show that policies that support good relations with the community and provide adequate facilities and quality services can improve the school's image and support an increase in the number of applicants. In conclusion, a practical education marketing strategy must consider these aspects comprehensively. In this way, schools can strengthen their competitiveness in the education market and increase their societal growth and reputation.

For future research, expanding the research sample to include more schools and students is recommended to get a more representative picture. Additionally, an important focus could be further exploration of other factors that influence student decisions, such as curriculum and school reputation, or external factors, such as industry trends. In-depth qualitative research can also provide more holistic insights. In addition, using more advanced analytical methods or complex statistical models could be the next step in identifying deeper relationships between the variables under study. Thus, future research can provide sharper insights for educational decision-makers and help improve school marketing strategies.

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