

**PENGARUH SOCIAL MEDIA MARKETING DAN KUALITAS
PELAYANAN TERHADAP KEPUTUSAN PENDAFTARAN
PADA PONDOK PESANTREN
(STUDI KASUS PADA PONDOK PESANTREN IHYAUL
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ABSTRACT

This research analyzes the influence of Social Media Marketing (SMM) and service quality on the student registration decision at Ihyaul Ulum Islamic Boarding School Dukun, Gresik. The phenomenon of declining applicant interest in many Islamic boarding schools necessitates an empirical identification of factors determining registration decisions. Utilizing a quantitative method with multiple linear regression on 163 student respondents, the results indicate that service quality has a significant positive influence on registration decisions ($\beta = 1.007$, $p < 0.001$), affirming its role as a primary predictor. Conversely, SMM demonstrated a significant but negatively directed partial influence ($\beta = -0.124$, $p = 0.001$), suggesting that increased social media activity has not yet positively correlated with an increase in registration decisions within this pesantren context, possibly due to differing audience preferences or suboptimal strategy implementation. Simultaneously, both variables significantly explain 84.3% of the variance in registration decisions ($R^2 = 0.843$, $F = 428.535$, $p < 0.001$). These findings underscore the importance of enhancing service quality as the primary foundation, while SMM strategies require evaluation and adaptation to better resonate with the values and expectations of the pesantren audience, thereby improving institutional competitiveness.

Keywords: *Social Media Marketing, Service Quality, Registration Decision, Islamic Boarding School, Digital Marketing.*