

Analysis of the Effectiveness of Digital Marketing Strategies In Increasing New Student Admissions

Ade Saputra¹, Dewi Nely Sahadah¹, Deny Solaeman¹, Winanti¹, Francisca Sestri Goestjahjanti¹, Yayah Yulia¹, Supriyanto¹, Beby Tiara¹, Nurasiah¹, Sucipto Basuki¹, Henry Antonius Eka Widjaja¹ Erni Taruli Pebrina¹

Insan Pembangunan Indonesia University, Tangerang, Indonesia
Adesaputra759@gmail.com

Article Info

Article history:

Received August 22, 2024
Revised September 1, 2024
Accepted January 16, 2025

Keywords:

Educational institutions
Effectiveness
Marketing strategy
Digital Marketing
Vocational School

ABSTRACT

The ever-evolving digital era, digital marketing strategies are key for educational institutions, including Vocational School, to increase new student enrollment. This research aims to analyze the extent to which the digital marketing strategy implemented by Vocational School is effective in attracting prospective students and their parents. The results of the study are expected to provide in-depth insights into the success of existing digital marketing strategies, as well as recommend improvements and new tactics that can increase the enrollment of new students at Vocational School. By understanding the effectiveness of digital marketing strategies, Vocational School can optimize their marketing efforts, expand their reach, and ensure sustainable growth in a competitive education environment.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Ade Saputra
Universias Insan Pembangunan Indonesia, Tangerang Indonesia
Email: Adesaputra759@gmail.com

1. INTRODUCTION

Vocational High School is located in Pasarkemis, Tangerang Regency, Banten, Indonesia. Many of the expertise programs offered at this school are in line with current industry needs. However, in recent years, Vocational School has been struggling to attract new students. This happens for several reasons, including fierce competition with other schools and also the lack of public awareness about the expertise programs offered by the school, so the lack of information about the school becomes one of the causes of the lack of attention of students.

To solve the problem, Vocational School must create a successful digital marketing strategy to attract new students. This strategy can help the school reach a wider audience, increase the understanding of the wider community about the program so that they can know about the expertise programs offered, and make information about the school more accessible.

Digital marketing has become an integral part of modern marketing strategies. In the context of education, the implementation of digital marketing strategies can have a significant impact on the enrollment of new students in vocational high schools. Marketing using digital can increase sales promotions [1]. Moreover, the current era is a digital era where almost all products are marketed digitally. If there is a company that does not carry out digital marketing and promotions, it will not be long before consumers will abandon that company [2]. Currently, digital marketing can be done through various media, including websites, social media such as Facebook, Instagram, TikTok, YouTube and other social media. Apart from social media and

websites, promotions can also be done using electronic media. All media used for digital-based promotions with buying and selling transactions can be done digitally [3].

Promotions for the world of education that sell educational services include selling services, facilities and educational quality that must be considered [4]. Vocational School is one of the vocational high schools that offers digital promotions. Currently, many schools have improved their school promotions. All schools have social media that can be used as promotional media at this time [5]. In fact, apart from learning, we have also adopted systems for learning media such as the Learning Management System or LMS [6]. Moreover, currently digital media, especially social media, has been facilitated by the number of visitors, the number of reviewers or ratings and assessments by providing comments on the promotional content offered. [7]

The aim of this research is to analyze how effective digital marketing is as seen from several dimensions for the promotion of Vocational School which is currently considered advanced in terms of promotion. Digital marketing is an alternative for promoting schools in the digital era.

2. METHOD

The research method in this journal will use quantitative methods. Quantitative methods will be used to collect data on the effectiveness of Vocational School's digital marketing strategy. Quantitative data will be collected through surveys and interviews with prospective new students and the Vocational School New Learner team known as Team 12. Qualitative methods will be used to collect data on factors that influence the effectiveness of Vocational School's digital marketing strategy. The population of this study is the students and school community of Vocational School Pasar Kemis, the sample size of this study is 100 people consisting of teachers, new students, and previous year students. The data collection model used is using the model of observation, interviews and queries, the researchers conducted an questionnaire distribution of several students, students and teachers with the results that have been determined previously, the researchers used a random sampling technique in which the questionnaire distribution was carried out randomly at the time the researchers conducted the research [8]. Hypotheses can be expressed as theoretical responses to the formulation of problems in a study. In the description of the problem, the conditions for this research hypothesis can be raised as follows.

1. H01 : $P = 0$: It is suspected that there is no effect of Strategy on the decision to accept new students.
2. Ha1: $P = 0$: It is suspected that there is an influence of Strategy on the decision to accept new students.
3. H02 : $P = 0$: It is suspected that there is no effect of Digital Marketing on the decision to accept new students.
4. Ha2: $P = 0$: It is suspected that there is an influence of Digital Marketing on the decision to accept new students.
5. H03 : $P = 0$: It is suspected that there is no influence of brand on the decision to accept new students.
6. Ha3: $P = 0$: It is suspected that there is an influence of the brand on the decision to accept new students.
7. H04 : $P = 0$: It is suspected that there is no effect of Strategy, Digital Marketing and Brand on the decision to accept new students.
8. Ha4: $P = 0$: It is suspected that there is an influence of Strategy and Digital Marketing on the decision to accept new students.

Based on the results developed by experts and previous researchers, the hypothesis formulated by researchers is as follows:

1. There is an influence of brand strategy (X1) on purchasing decisions (Y) on the admission of new students of Vocational School.
2. There is an influence of Digital Marketing I (X2) on purchasing decisions (Y) on the admission of new students of Vocational School.
3. There is an influence of Brand (X3) on (Y) on the admission of new students of Vocational School.
4. There is an influence of brand strategy (X1) and digital marketing (X2) on purchasing decisions (Y) on the admission of new students of Vocational School.

3. RESULTS AND DISCUSSION

Based on the results of research that has been conducted in vocational high schools, it can be seen that digital marketing techniques to attract new students to register at vocational high schools starting from validity, reliability, normality, heteroscedasticity tests and the results of the regression equation together can be seen as below.

Analysis of the Effectiveness of Digital Marketing Strategies In Increasing New Student Admissions ... (Ade Saputra)

Table 1. Correlation Test

Simultaneous Correlation Test Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0	1.935 ^a	.874	.871	2.79326

a. Predictors: (Constant), Digital Marketing, Strategy

Based on the calculation of the SPSS version 18 program above, it can be seen in the R column. The R value obtained is 0.935, which can be concluded that the relationship between Strategy (X1) and Digital Marketing (X2) to the Decision of New Learners (Y) is declared very strong because it is at the intelligence level (0.80 -1.000).

Table 2. Determination Coefficient Test

Simultaneous Determination Coefficient Test Model Summary

Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
dimension0 1	.874	336.002	2	97	.000

Based on the results of the simultaneous determination coefficient test, the coefficient of determination of Strategy (X1) and Digital Marketing (X2) on the Decision of New Learners (Y) is obtained or the R Square value of 0.874. This means that the contribution of Strategy (X1) and Digital Marketing (X2) to the New Learner Decision (Y) is 87.0%, the remaining 13.0% comes from other factors not examined in this research.

Table 3. Multiple Regression Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.338	3.247		.104	.917
Strategy	.294	.056	.291	5.286	.000
Digital Marketing	.829	.066	.695	12.624	.000

a. Dependent Variable: Decision

Based on the results of multiple regression tests of the Strategy (X1) and Digital Marketing (X2) variables on the New Learner Decision (Y) dan mengacu pada penelitian sebelumnya yang dilakukan oleh peneliti lain [9], it can be concluded that the equation:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 0.338 + 0.294 X_1 + 0.829 X_2$$

$$\text{Purchase Kepultulan} = 0.338 + 0.294 (\text{Strategy}) + 0.829 (\text{Digital Marketing}).$$

1) The constant value is 0.338, this means that Strategy X1 and Digital Marketing X2 are 0 (zero), the Purchasing Decision Y will be 0.338.

2) The regression coefficient value of Strategy X1 is 0.294, meaning that each additional unit of Strategy X1 will increase the Purchasing Decision Y by 0.294.

The regression coefficient value of Digital Marketing X2 is 0.829, meaning that every additional unit of Digital Marketing X2, there will be an increase in Purchasing Decision Y by 0.829.

Table 4. Coefficients T-Test

T-test of Strategy X1 with New Learner Decision Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	25.956	4.100		6.331	.000
Strategy	.826	.059	.816	13.998	.000

a. Dependent Variable: Decision

Based on the calculation of the table above, the t value is 13.998 with a Sig value of 0.000. Then when compared to the t table value with an error rate of 5% with a $df = n-2 = 99-2 = 97$ so that the t table value is 6.331. The value of t count $14.199 > T$ tabell 6.331 then H_0 is rejected H_a is accepted, which means that there is a significant relationship between the variable Strategy X1 and Purchase Decision Y.

Table 5 T-Test Of Digital Marketing (X1) with Purchase (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.953	3.664		.260	.795
Digital Marketing	1.091	.049	.915	22.477	.000

a. Dependent Variable: Decision

Based on the calculation of the table above, the calculated T value is 22,477 with a Sig value of 0.000. Then when compared with the T table value with an error rate of 5% with a value of $df = n-2 = 99-2 = 97$ so that the T table value is 260. The value of T count is $22.477 > T$ table 260, so H_0 is rejected H_a is accepted, which means that there is a significant relationship between the variable Digital Marketing X2 and Purchase Decision Y.

Table 6 Simultaneous F Test

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5243.176	2	2621.588	336.002	.000 ^a
Residual	756.824	97	7.802		
Total	6000.000	99			

a. Predictors: (Constant), Digital Marketing, strategy

b. Dependent Variable: Decision

Based on the test results above, it is known that the F test using SPSS produces an F count value of 336.002, then compared to the F table obtained by the determination of $df: (n-k-1)$ where n is the respondent and k is the number of independent variables ($99-2-1 = 96$), the F table value of the value of n 96 is 3.09). The results of the above calculations show that $F \text{ count} > F \text{ table}$, namely $93.097 > 3.09$ with a Sig value of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted, thus there is a significant influence between the Strategy (X1) and Digital Marketing (X2) variables on Purchasing Decisions (Y).

The results showed that the digital marketing strategies used by Vocational School have been effective in increasing the acceptance of new students. These strategies include the use of social media, email marketing, and relevant content marketing. The results of data analysis research also show that an effective digital marketing strategy in increasing new student admissions is a strategy that focuses on increasing student awareness and loyalty to educational institutions as evidenced in this year the number of new students has begun to increase from the previous year in the data obtained from the deputy principal of the Vocational School New Student Admission team that there has been a fairly significant increase from last year in Vocational School New Learners, especially during the first wave, namely in November - March 2023.

4. CONCLUSION

The conclusion of this study is that the digital marketing strategy used by Vocational School has been effective in increasing new student enrollment. The strategy focuses on increasing students' awareness and loyalty to educational institutions. The results of this study can be used as reference material for Vocational School and other educational institutions in developing more effective digital marketing strategies.

ACKNOWLEDGEMENTS

Author thanks to Vocational School and Universitas Insan Pembangunan Indonesia In most cases, sponsor and financial support acknowledgments. Thank you to the lecturer in the research methodology course who has provided the opportunity and guided the creation of this journal so that this journal can be completed well. To my classmates, thank you for providing support and encouragement to the author so that the author can complete this paper

REFERENCES

- [1] Winanti, S. Basuki, N. Supiana, N. Wiyono, Sukriyah, and Jainuri, "Pembuatan Digital Marketing sebagai Upaya Peningkatan Promosi Penjualan Produk Furniture Drum Bujana Tangerang," *J. Abdimas PHP*, vol. 7, no. 1, pp. 211–217, 2024.
- [2] S. Basuki, N. Supiana, A. Maulana, and I. F. Alexander, "FOCUS GROUP DISCUSSION RANCANG BANGUN DIGITAL MARKETING PRODUK FURNITURE BERBAHAN DRUM BEKAS PADA," in *Prosiding PKM-CSR*, 2023, vol. 6, pp. 1–6.
- [3] Winanti *et al.*, "Sosialisasi dan Serah Terima Aplikasi Lapak Drum Bujana Sebagai Upaya Peningkatan Penjualan Furnitur Berbahan Dasar Drum Bekas," *Abdimas Galuh*, vol. 6, no. 1, pp. 271–279, 2024.
- [4] I. Kulla, S. Basuki, J. Suwita, and N. Mirda, "Pelatihan Komputer Dasar untuk Meningkatkan Kemampuan Siswa dalam Menggunakan Aplikasi Microsoft Office pada SMAN 16 Kabupaten Tangerang," vol. 2, no. 1, pp. 27–31, 2024.
- [5] R. Haji and W. G. Stock, "User settings for advertising optimization on Facebook: Active customer participation or settings blindness?," *Telemat. Informatics*, vol. 59, p. 101548, Jun. 2021, doi: 10.1016/J.TELE.2020.101548.
- [6] Winanti *et al.*, "Pelatihan Penggunaan Aplikasi Berbasis Learning Management System pada SMK Permata Kemiri Tangerang," *Dharma Sevanam*, vol. 03, no. 01, pp. 20–29, 2024.
- [7] S. Mulyati *et al.*, "Analysis of The Influencer Marketing, Ratings and Customer Reviews on Purchasing Decisions," *J. E-bus. Manag. Sci.*, vol. 5, no. 2, pp. 485–489, 2024, doi: 10.46729/ijstm.v5i2.990.
- [8] N. M. Santi, F. S. Goestjahjanti, I. Kulla, and N. Kurniawati, "Analysis of the Influence of Environmental Conditions , Communication Level and Motivation Level on the Performance of Automotive Industry Employees," *J. E-bus. Manag. Sci.*, vol. 2, no. 1, pp. 219–229, 2024.
- [9] F. S. Goestjahjanti, D. Novitasari, Srinita, and Winanti, "Increasing Foreign Direct Investment in Indonesia Through Non-Oil and Gas Export: Effects of Fluctuations in Credit Interest and Fuel Prices," *Qual. - Access to Success*, vol. 24, no. 195, pp. 303–313, 2023, doi: 10.47750/QAS/24.195.36.
- [1] Winanti, S. Basuki, N. Supiana, N. Wiyono, Sukriyah, and Jainuri, "Pembuatan Digital Marketing sebagai Upaya Peningkatan Promosi Penjualan Produk Furniture Drum Bujana Tangerang," *J. Abdimas PHP*, vol. 7, no. 1, pp. 211–217, 2024.
- [2] S. Basuki, N. Supiana, A. Maulana, and I. F. Alexander, "FOCUS GROUP DISCUSSION RANCANG BANGUN DIGITAL MARKETING PRODUK FURNITURE BERBAHAN DRUM BEKAS PADA," in *Prosiding PKM-CSR*, 2023, vol. 6, pp. 1–6.
- [3] Winanti *et al.*, "Sosialisasi dan Serah Terima Aplikasi Lapak Drum Bujana Sebagai Upaya Peningkatan Penjualan Furnitur Berbahan Dasar Drum Bekas," *Abdimas Galuh*, vol. 6, no. 1, pp. 271–279, 2024.
- [4] I. Kulla, S. Basuki, J. Suwita, and N. Mirda, "Pelatihan Komputer Dasar untuk Meningkatkan Kemampuan Siswa dalam Menggunakan Aplikasi Microsoft Office pada SMAN 16 Kabupaten Tangerang," vol. 2, no. 1, pp. 27–31, 2024.
- [5] R. Haji and W. G. Stock, "User settings for advertising optimization on Facebook: Active customer participation or settings blindness?," *Telemat. Informatics*, vol. 59, p. 101548, Jun. 2021, doi: 10.1016/J.TELE.2020.101548.
- [6] Winanti *et al.*, "Pelatihan Penggunaan Aplikasi Berbasis Learning Management System pada SMK Permata Kemiri Tangerang," *Dharma Sevanam*, vol. 03, no. 01, pp. 20–29, 2024.
- [7] S. Mulyati *et al.*, "Analysis of The Influencer Marketing, Ratings and Customer Reviews on Purchasing Decisions," *J. E-bus. Manag. Sci.*, vol. 5, no. 2, pp. 485–489, 2024, doi: 10.46729/ijstm.v5i2.990.
- [8] N. M. Santi, F. S. Goestjahjanti, I. Kulla, and N. Kurniawati, "Analysis of the Influence of Environmental Conditions , Communication Level and Motivation Level on the Performance of Automotive Industry Employees," *J. E-bus. Manag. Sci.*, vol. 2, no. 1, pp. 219–229, 2024.
- [9] F. S. Goestjahjanti, D. Novitasari, Srinita, and Winanti, "Increasing Foreign Direct Investment in Indonesia Through Non-Oil and Gas Export: Effects of Fluctuations in Credit Interest and Fuel Prices," *Qual. - Access to Success*, vol. 24, no. 195, pp. 303–313, 2023, doi: 10.47750/QAS/24.195.36.