



THE INFLUENCE OF ONLINE-BASED NEW STUDENT ADMISSION SERVICES ON STUDENT SATISFACTION AT MADRASAH ALIYAH NEGERI 3 PEKANBARU CITY

Tuti Andriani¹, Ade Purnama²

^{1,2} Sultan Syarif Kasim State Islamic University of Riau

Email: tutiandriani@uin-suska.ac.id¹, purnamaade634@gmail.com²

Abstract:

The aim of this research is to find out how much influence online-based new student admission services have on student satisfaction at MAN 3 Pekanbaru City. This research includes correlation research consisting of online-based PPDB service variables (X) and student satisfaction variables (Y). The methodology in this research is quantitative. The population used in this research was all students at Madrasah Aliyah Negeri 3 Pekanbaru City, totaling 835 people. Because the population was large, the researchers took 105 people to be respondents. This sampling technique uses a systematic sampling technique. The data collection techniques used were questionnaires and documentation. This research data was analyzed using quantitative percentages and simple regression analysis. Based on the research results, it shows that 1) the level of online-based admissions services for new students, namely 83%, is classified as very good, 2) the level of student satisfaction, namely 70.6%, is classified as good, 3) there is a positive influence between online-based PPDB services on student satisfaction in Madrasah Aliyah Negeri 3 Pekanbaru City with a correlation value of 10,203. This is proven by the correlation test with a Tcount value of 10.208 which is greater than Ttable at the 5% significance level, namely 1.986 (10.208 > 1.986). The calculation result of the coefficient of determination R square is 0.503. This shows that the influence of online-based new student admission services on student satisfaction at Madrasah Aliyah Negeri 3 Pekanbaru City is 50.3% while the remaining 49.7% is influenced by other variables not included in this research. So, the better the online-based student admission service, the higher the level of student satisfaction.

Keywords: *PPDB services, student satisfaction, Madrasah*

INTRODUCTION

Education (Melisa Dwi Anggraini, Sri Wahyuni & Alfarisy Totalia) is needed by everyone in every country, including Indonesia. There are so many benefits that can be reaped from the world of education, one of which is increasing knowledge and developing various talents and skills of children. This is one of the most important things and the main purpose and benefit of education. With the help of education, every learner is helped to understand and know the vast amount of information that occurs and develops rapidly to date.

At this time, many people are aware of the importance of education. That is why more and more people are demanding the role of education services in improving the quality of education. Education as an economic commodity is a service product that can be marketed with a good service marketing strategy (Diana & Zaini, 2023).

In the current era of the millennial generation, competition in the world of education is increasingly competitive. One field of education that has competition today is education services. Educational institutions have many promising opportunities to meet the needs of learners in understanding lessons.

The rapid changes of the times have encouraged teachers to help their students follow new patterns where previously rigid ways of thinking become more open and modern with technological changes. This has a major impact on the advancement of education in Indonesia.

Many things are considered by parents in choosing an educational institution for their children, including the service factor provided by the school to prospective students, the factor of competent teaching staff, and the cost factor. The first factor that will be felt by prospective students is the service factor in the Admission of New Students (PPDB). In terms of service (Budhi Poniman & Kusmardi) it is always associated with customer or student satisfaction, therefore the school must determine or make a service policy, each dimension must be understood as an indicator that is considered important and expected by each consumer, so that there is no gap between school service policies and the wishes and expectations that are considered important by consumers for the implementation of school service policies. In this sense, the quality of service must meet the expectations of every consumer. When the match between expectations and the quality of services provided by the school is higher, the maximum satisfaction value is created.

PPDB (Wechsler, H. S: 2017) is one of the first steps that must be taken by students and parents to be able to enter their children into school. PPDB is an academic selection process for prospective students to go to a higher level of education. PPDB today has two methods, namely online and offline.

This online PPDB emerged after the Covid-19 outbreak which required everyone to stay at home. That's why Minister of Education and Culture Nadiem Makarim made rules related to PPDB in the midst of the Covid-19 Pandemic. This regulation is contained in Circular Number 4 of 2020 concerning the Implementation of Education Policy in the Emergency Period of the Spread of Covid-19. Where in the circular letter it is said that the Education and School Office is asked to prepare a PPBD Mechanism that follows health protocols. In the regulation, it is also stated that the Data and Information Center (Pusdatin) of the Ministry of Education and Culture provides technical assistance for regions that need an online PPDB mechanism (Zaini et al., 2022).

There are problems that very often occur in PPDB activities every year, including constraints in delivering information to customers, ineffective and incomplete socialization, supervision of PPDB implementation and PPDB transparency.

This problem also occurs in several other districts / cities as stated in Habibah's research that there are the same problems in PPBD in Bandung City where socialization and communication are still fundamental problems in PPDB activities, parents / students of prospective registrants often do not get comprehensive and transparent information about PPDB. So that a PPDB

system is needed that can overcome these problems so that customer satisfaction can be maintained and increased (Chuanchen & Zaini, 2023).

Online-based PPDB aims to create effective and efficient performance, because it is easier to get information and prospective students do not need to waste a lot of money that must be spent. According to (Sudrajat, C: 2011) this online service also aims to make it easier for people to obtain complete and up-to-date, interactive and dynamic information. This system can be more efficient in terms of cost, labor and time, thus effectively achieving goals.

According to M. Suyanto (2004) online-based PPDB is also a form of improving school services, where services that were once offline are now present online. This service improvement also affects customer satisfaction. Likewise with the MAN 3 Educational Institution of Pekanbaru City. The school has provided a fairly good quality of service in the online-based PPDB section with the hope that all Education customers at the institution are satisfied with what they get (Suhermanto, S., & Anshari, 2018). But in reality, there are still students who feel that the Online-Based PPDB has not been in line with what they expected. This can be proven based on an initial interview conducted by the author on April 3, 2023, where the author found the following symptoms, (1) There are still students registered by their parents through the online PPDB that has been provided, (2) There are still students who register directly to the school, (3) There are student concerns about uploading grade files, (4) There are still some obstacles in accessing the PPDB website. From the scale above, researchers feel interested in conducting further research on online-based PPDB services and how student satisfaction with these services, in this case the author takes the title "The effect of online-based PPDB services on student satisfaction in MAN 3 Pekanbaru City".

RESEARCH METHODS

This type of research uses correlation research methods with a Quantitative approach. Quantitative research in Margono's book (2005) is "a process of finding knowledge that uses data in the form of numbers as a tool to find information about what we know." Meanwhile, the correlation method aims to determine the strength or influence caused by variable X (independent variable) to variable Y (dependent variable). The variable X in this study is Online-based PPDB Services, while variable Y is student satisfaction. Data collection techniques through questionnaires and documentation. Technical data analysis uses simple regression analysis using the formula $Y' = a + bX$.

RESULTS AND DISCUSSION

Profile of Madrasah Aliyah Negeri 3 Pekanbaru City

Madrasah Aliyah Negeri 3 Kota Pekanbaru is one of the state aliyah madrasahs under the auspices of the ministry of religious affairs. Located in Pekanbaru City, Riau Province, it was inaugurated on Monday, October 29, 2018 by the Minister of Religious Affairs of the Republic of Indonesia, Mr. Lukman Hakim Syaifuddin, which before its inauguration MAN 3 Pekanbaru City was part of MAN 2 Pekanbaru City and named MAN 2 Pekanbaru campus 2.

At first in 2012 Mr. Muliardi M.Pd who served as the head of MAN 2 Pekanbaru City at that time he reviewed the MAN2 campus 2 panam workshop with authorized officials both from the city religious ministry, provincial

religious ministry and central religious ministry and authorities from the mayor and local government. This location is planned to become MAN 3 Pekanbaru City in the future. After the punching and all the business was completed, a new classroom was built in 2013 so that it completed as many as four Learning Classrooms, then in July 2014 began the teaching and learning process as many as 3 rombel. Over time, Mr. Muliardi intensively proposed RKB, science labor, library, language labor and even built a mosque.

During the leadership of Pak muliardi in 2014, for the first class X there were 3 rombels, namely 2 rombels majoring in science and 1 rombel majoring in social studies. The second year in 2015 increased the number of rombel to 4 rombel, namely 3 rombel majoring in science and 1 majoring in social studies achievements for achievements began to be achieved by MAN 2 Pekanbaru City 2, both achievements in the academic and non-academic fields. Achievement after achievement began to be achieved at Campus 2 which is currently MAN 3 Pekanbaru City. In 2016 the leadership period of Mr. Muliardi changed to Norerlinda, M.Pd. was mandated as the head of MAN 2 Pekanbaru City. During his leadership by Mrs. Norerlinda, M.Pd who served as the head of MAN 2 Pekanbaru until now many achievements have been achieved by teachers and

students of MAN 2 Campus 2 Pekanbaru City which is currently MAN 3 Pekanbaru. During the leadership of Mrs. Norerlinda, the rombel increased to 5 rombel, namely 3 majors, 2 rombels majoring in social studies. Increasingly, the interest for campus 2, which is currently MAN 3 Pekanbaru City, has increased to 6 rombel, 4 rombel majoring in science, and 2 rombel majoring in social studies. The teaching and learning process at MAN 2 campus 2 which is currently MAN 3 Pekanbaru City under the leadership of Mrs. Norerlinda, M.Pd. During his tenure, the construction of new classrooms and other supporting facilities continued.

Talking about the achievements of many achievements achieved during the leadership of Mrs. Norerlinda, both academic and non-academic fields ranging from the city, province and national levels. In line with that, the proposal for the study continues to be carried out and on Monday, October 29, 2018 MAN 2 campus 2 officially became MAN 3 Pekanbaru City which was inaugurated by the Minister of Religious Affairs of the Republic of Indonesia on October 29, 2018.

Currently, MAN 3 Pekanbaru City has 23 rombels with 835 students. MAN 3 Pekanbaru City will continue to run and develop under the leadership of the head of Madrasah Mr. H. Marzuki, M.Ag. with the motto GEMILANG: enterprising, educative, motivative, innovativ, flexible, religious, comfortable, and agile.

PPDB Service Concept

Service comes from the word service which means activities that provide benefits to others, Gronross defines service as follows "service is an activity that is invisible (without being touched) that occurs due to interactions between consumers and employees or other things provided by companies that provide services to solve consumer or customer problems.

According to Harbani Pasolong (2019) in service can basically be interpreted as the activity of a person, group or organization either directly or indirectly to overcome problems. According to Sinambela (2017) public service is as any activity carried out by the government against various individuals that every action is carried out by the government against various individuals who

each have beneficial actions in a group or unit, and offer satisfaction despite the fact that the results are not really attached to a product physically.

According to Suparlan (2018) Service is an effort to provide help or assistance to others, both in material and non-material forms so that the person can overcome the problem. Meanwhile, Moenir said that service is a process of meeting needs through direct people's activities.

The provision of services that meet the standards that have been set is indeed a part that must be known. A person doing activities every day is a process of using the mind, five senses and other body parts without tools used to get something in the form of goods or services. This process of need is called service through the actions of others. In an effort to meet the daily needs of the community optimize their activities well. The service process is carried out in connection with meeting the mutual needs between recipients and service providers.

Admission of New Students (PPDB) is one of the first steps that must be taken by students and parents to be able to enter their children into school. Admission of New Students is an academic selection process for prospective students to go to a higher level of education.

Online-based PPDB aims to create effective and efficient performance, because it is easier to get information and prospective students do not need to waste a lot of money that must be spent. This online service aims to make it easier for people to obtain complete and up-to-date, interactive and dynamic information. This system can be more efficient in terms of cost, labor and time, thus effectively achieving goals.

The online-based PPDB which was implemented at MAN 3 Pekanbaru City has been running from the COVID-19 pandemic until now. PPDB in MAN 3 Pekanbaru also has 2 stages, the first stage is the academic stage and the 2nd stage is the Regular stage. The first step of this PPDB is that prospective new students can register and fill in personal data on the website followed by creating a username and password of a maximum of 20 digits.

The Concept of Student Satisfaction

According to Newstrom & Davis (2011), customer satisfaction is also defined as a relative feeling of pleasure or displeasure. After using the service, customers have different reactions depending on their needs and expectations. Feelings of joy arise when needs and expectations are met, and conversely feelings of displeasure arise when expectations and needs are not met.

In the book Handi (2002) states that "customer satisfaction is the result of accumulation of consumers or customers in using products and services".

From the description above, it can be concluded that customer satisfaction is a person's emotional response from the experience obtained with his expectations. This is the satisfaction of students who have become Customers of educational institutions. A person will be very happy if he gets a match between the expectations and experiences obtained so that student satisfaction can also be interpreted as the reaction of students' feelings to the experience that the tutoring institution collects with their desires and these students feel satisfied when what is received is in accordance with the expectations of the student experience.

According to Freddy Rangkuti, there are 7 factors that affect customer satisfaction, namely: Value, Competitiveness, Customer perception, Price, Image, Service stage, Service moment, Customer importance level. When described the relationship with the quality of service provided by the institution to students is value, competitiveness, customer perception, price, image, service stage, service moment.

According to Popi Sopiatin (2010), student satisfaction is influenced by two factors, namely internal factors and external factors. Internal factors themselves are factors that come from within students and can cause satisfaction, including high achievement, expectations and abilities of students, while external factors themselves come from outside the students themselves, including the quality of teacher teaching, schools. cultural, school facilities as well as in schools and teaching facilities. Measurement of customer satisfaction has become a very close thing for every company that runs in the service sector. It is expected to provide feedback and input for the purposes of developing strategies to increase customer satisfaction. Customer satisfaction (Buchari Alma: 2003) can be measured from several elements with various methods, namely complaint and suggestion systems, ghost shopping, Last customer analysis, and customer satisfaction.

Variable Indicators

Variable X	Indicator	Sub Indicators
PPDB Services Online-based	Reliability	1. Response time
		2. Service consistency
		3. Service availability
		4. Service Failure
	Responsiveness	1. Response Time
		2. Speed of completion
		3. Accuracy of information
		4. Serviceability
	Certainty	1. Procedure certainty
		2. Quality assurance
		3. Certainty of availability
	Empathy	1. Listening ability
		2. Responsif
		3. Empathy in comics
	Tangible	1. Quality of service
		2. Hygiene and fragility
3. Service availability		
4. Aesthetics and design		
5. Security and reliability		

Variable Y	Indicator	Sub Indicators
Student Satisfaction	Fulfillment of expectations	1. Speed of service
		2. Effective communication
		3. Skills
	Interest in visiting return	1. Trust in Organisasi
		2. Emotional factors
		3. User experience
	Willingness to Recommend	1. Trust in Organisasi

Instrument Test Results

Validity Test

Validity tests are used to indicate the level of validity of an instrument. This test uses the Pearson product moment formula. Instrument trials for variables X and Y were conducted by 20 respondents. The following data are obtained:

The questionnaire on variable X consists of 17 questions which are expanded on 5 indicators. In this study, the provisions of an instrument are said to be valid if $r_{\text{calculated}} > r_{\text{table}}$. For $n = 20$ with $\alpha = 0.05$, $r_{\text{table}}(0.05, 20-2) = 0.468$.

The results of the validity test using SPSS showed that out of 17 questions, there was 1 question item (question number 2) that was invalid because the calculation $< r_{\text{table}}$ and 16 other questions were valid. Thus, all invalid question items will not be used in research, while all valid question items will be used for research that is considered to represent the data needed by the researcher.

Then, the variable Y questionnaire consists of 8 questions that are expanded from 3 indicators. In this study, the provisions of an instrument are said to be valid, if $r_{\text{calculated}} > r_{\text{table}}$ for $n = 20$ with $\alpha = 0.05$, obtained $r_{\text{table}}(0.05, 20-2) = 0.468$.

The results of the validity test using SPSS showed that out of 8 questions, there was 1 question (question number 8) that was invalid because the calculation $< r_{\text{table}}$ and 7 other questions were valid. Thus, all invalid question items will not be used in research, while all valid question items will be used for research that is considered to represent the data needed by the researcher.

Reliability Test

Based on the results of Cronbach's Alpha on variable X shows that the value of Cronbach's Alpha $0.954 > 0.60$ then the item of the instrument item for variable X (online ppdb service) is said to be reliable with a very high level of reliability.

Furthermore, based on the results of Cronbach's Alpha variable Y shows that the value of Cronbach's Alpha $0.881 > 0.60$ then the instrument item for variable Y (student satisfaction) is said to be reliable with a very high level of reliability.

Data recapitulation

To analyze the data of Online-based PPDB Services (variable X) on student satisfaction in MAN 3 Pekanbaru City, the data is summarized in a recapitulation table of the results of the questionnaire as follows;

Item No	never		ever		kadang kadang		often		very often		sum	
	f	%	f	%	f	%	f	%	f	%	f	%
1	9	8,6	15	14,3	11	10,5	46	43,8	24	22,9	105	100
2	1	1	5	4,8	29	27,6	49	46,7	21	20	105	100
3	0	0	8	7,6	35	33,3	37	35,2	25	23,8	105	100
4	0	0	7	6,7	29	27,6	47	44,8	22	21	105	100
5	0	0	3	2,9	11	10,5	58	55,2	33	31,4	105	100
6	3	2,9	5	4,8	24	22,9	50	47,6	23	21,9	105	100

7	0	0	113	12,4	28	26,7	40	38,1	24	22,9	105	100
8	0	0	15	14,3	13	12,4	51	48,6	26	24,8	105	100
9	2	1,9	2	1,9	9	8,6	53	50,5	39	37,1	105	100
10	0	0	16	15,2	9	8,6	38	36,2	42	40	105	100
11	0	0	10	9,5	7	6,7	47	44,8	41	39	105	100
12	2	1,9	7	6,7	15	14,3	50	47,6	31	29,5	105	100
13	0	0	7	6,7	14	13,3	45	42,9	39	37,1	105	100
14	1	1	9	8,6	12	11,4	54	51,4	29	27,6	105	100
15	0	0	7	6,7	8	7,6	38	36,2	52	49,5	105	100
16	0	0	7	6,7	7	6,7	54	51,4	37	35,2	105	100
jlh	18		236		261		757		508		1680	

Based on the recapitulation of the questionnaire on Online-based PPDB Services, it is known that alternative answers are; (a) Never elected 18 times, (b) Elected 236 times, (c) Sometimes elected 261 times, (d) Often elected 757 times, (e) Very often elected 508 times.

The total number of choices is 1680. Next, the number of each alternative answer choice is multiplied by the score of each answer's value. The alternative results of the answers obtained are as follows;

$$\begin{array}{l}
 \text{a) Never } 1 \quad \times \quad 18 \quad = 18 \\
 \text{b) Ever } 2 \quad \times \quad 236 \quad = 472 \\
 \text{c) Sometimes } 3 \quad \times \quad 261 \quad = 783 \\
 \text{d) Often } 4 \quad \times \quad 757 \quad = 3028 \\
 \text{e) Very often } 5 \quad \times \quad 508 \quad = 2540
 \end{array}$$

$$F = 6841$$

Then the sum of all options is multiplied by the highest weight $1648 \times 5 = 8240$ (N). therefore the elements F and N are known, then distribute them into the following formula:

$$\begin{aligned}
 P &= \frac{F}{N} \times 100\% \\
 P &= \frac{6841}{8240} \times 100\% \\
 &= 83\%
 \end{aligned}$$

Online-based PPDB Service Data that has been recapitulated is given the following criteria:

- 81%-100% categorized as excellent
- 61%-80% are categorized as good
- 41%-60% categorized as Good enough
- 21%-40% categorized as Poor
- 0%-20% categorized Not good

Based on the predetermined category, it can be said that online-based PPDB services in MAN 3 Pekanbaru City are classified as "Very Good" with a percentage of 83%

Then to analyze student satisfaction data (variable Y) in the online PPDB Service at MAN 3 Pekanbaru City, the data is summarized in a recapitulation table of questionnaire results as follows:

no	never	ever	kadang	often	very often	sum
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item	kadang											
	f	%	f	%	f	%	f	%	f	%	f	%
1	2	1,9	14	13,3	9	8,6	55	52,4	25	23,8	105	100
2	0	0	11	10,5	16	15,2	57	54,3	21	20	105	100
3	2	1,9	13	12,4	21	20	49	46,7	20	19	105	100
4	1	1	20	19	18	17,1	54	51,4	12	11,4	105	100
5	2	2,9	13	12,4	39	37,1	34	32,4	16	15,2	105	100
6	11	10,5	9	8,6	39	37,1	34	32,4	12	11,4	105	100
7	11	10,5	22	21	23	21,9	38	36,2	11	10,5	105	100
jlh	29		102		165		321		117		735	

Based on the recapitulation of the questionnaire on Student Satisfaction, it is known that the alternative answers are:

- a) Never elected 29 times
- b) Elected 102 times
- c) Sometimes elected 165 times
- d) Often elected 321 times
- e) Very often elected 117 times

The total number of choices is 735. Next, the number of each alternative answer choice is multiplied by the score of each answer's value. The alternative answer results obtained are as follows:

- a) Never 1 x 29 = 29
 - b) Ever 2 x 102 = 204
 - c) Sometimes 3 x 165 = 492
 - d) Often 4 x 321 = 1284
 - e) Very often 5 x 117 = 585
- F = 2597

Then the sum of all options is multiplied by the highest weight 735x5 = 3675 (N). therefore the elements F and N are known, then distribute them into the following formula:

$$P = \frac{F}{N} \times 100\%$$

$$P = \frac{2597}{3675} \times 100\%$$

$$= 70.6\%$$

Online-based PPDB Service Data that has been recapitulated is given the following criteria:

- 81%-100% categorized as excellent
- 61%-80% are categorized as good
- 41%-60% categorized as Good enough
- 21%-40% categorized as Poor
- 0%-20% categorized Not good

Based on the predetermined category, it can be said that Student Satisfaction in MAN 3 Pekanbaru City is classified as "Good" with a percentage of 70.6%

Normality Test

The Normality Test in regression models is used to test whether the residual values resulting from the regression are normally distributed or not. A good regression model is one that has normally distributed residuals. Some normality

test methods are table Tests of Normality with Kolmogorov – Smirnov test and Normal P-P Plot of Regression Standardized Residuals on SPSS are:

Tests of Normality						
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Online ppdb service	.076	105	.154	.982	105	.181
Student Satisfaction	.084	105	.063	.984	105	.258
<i>a. Lilliefors Significance Correction</i>						

Source : Results of research data processing

From the results of the normality test using Kolmogorov-Smirnov above, it can be concluded that the data on variable x (online-based PPDB service) and variable y (student satisfaction) have Kolmogorov-smirnov significance values of 0.127 and 0.063 respectively. Since the Kolmogorov-Smirnov significant value is greater than 0.05, the data are normally distributed.

Linearity Test

In this study, the prerequisite analysis test used by the author is a linearity test. The data linearity test was carried out using a test for linearity with a significance level of 0.05, two variables are said to have a linear relationship if the significance is more than 0.05. The calculation of such data is carried out using the help of SPSS. Data linearity testing can be seen in the following table;

		Sum of Squares	df	Mean Square	F	Sig.
Student satisfaction * Online ppdb service	Between Groups	(Combined) 1686.857	34	49.613	4.856	<.001
	Linearity	1207.947	1	1207.947	118.227	<.001
	Deviation from Linearity	478.910	33	14.512	1.420	.110
	Within Groups	715.200	70	10.217		
	Total	2402.057	104			

Source : Results of research data processing

Based on the results of *the* output above, the basis for decision making is:

- a. Based on significance value
Obtained significance value = 0.110 which means $0.110 > 0.05$, there is a linear relationship between variable X (Online-based PPDB services) and variable Y (student satisfaction).
- b. Based on F value
Fcalculate value = 1.420 is obtained while Ftable is searched based on the output results above, namely df 33 then search on the distribution table F 0.05 then found the value Ftable = 1.65 which means Fcalculate (1.420) <

Ftable (1.65) then there is a linear relationship between variable X (Online-based PPDB services) and variable Y (student satisfaction).

Simple Linear Regression

The following are the results of a simple linear regression test with

using SPSS is:

Source : Results of research data processing

Simple linear regression formula:

$$Y' = a + bX$$

Based on the results of the output above, it can be seen that:

$$Y = 0.324 + 0.386 X$$

Where:

Y = student satisfaction

X = Online-based PPDB Service

Model		Coefficient		Standardized Coefficients Beta	t	Say.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	.324	2.415		.134	.894
	Online ppdb service	.386	.038	.709	10.208	<,001

a. a= constant number of unstandardized coefficients. From the output above, the value is 0.324. This number is a

a. Dependent Variable: Student Satisfaction

constant number which means that if there is no online-based PPDB service (X), then the consistent value of student satisfaction (Y) is 0.0

b. b= number of regression coefficients. The value is 0.386. This number means that every 1% increase in the level of online-based ppdb services (X), then Student Satisfaction will increase 0.386

because the value of the regression coefficient is positive (+), thus it can be said that Online-based PPDB Services have a positive effect on student satisfaction (Y) so that the regression equation is $Y = 0.324 + 0.386 X$

To determine the magnitude of the influence of Online-based PPDB Services (X) on student satisfaction (Y) in a simple linear regression analysis, it can be seen in the R value contained in the SPSS output, namely:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709a	.503	.498	3.405

a. Predictors: (Constant), Pelayanan ppdb *online*

b. Dependent Variable: Student Satisfaction

Source : Results of research data processing

From the output above, it is known that the coefficient of determination (R Square) is 0.503 (the value of 0.503 is the square of the correlation coefficient or r, which is $0.709 \times 0.709 = 0.503$). To obtain the coefficient determination used the formula:

$$\begin{aligned}
 \text{KD (R Square)} &= (r^2) \times 100\% \\
 &= (0,709^2) \times 100\% \\
 &= 50.3 \%
 \end{aligned}$$

Based on this calculation, a coefficient of determination of 50.3% was obtained, which means that Online-based PPDB Services affect student satisfaction by 50.3%. While the remaining $100\% - 50.3\% = 49.7\%$ were influenced by other variables that were not studied.

CONCLUSION

Based on the results of data analysis and discussion of the results of the study above, it can be concluded that based on simple regression analysis, the correlation value of $T_{\text{calculate}} (10.208) > T_{\text{tabel}} (1.986)$ was obtained at a significant level of 5%. And based on the calculation of the coefficient of determination, an R square value of 0.503 is obtained. This shows that the influence of the independent variable on the dependent variable is 50.3%. While the remaining 49.7% was influenced by other variables that were not studied

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