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# Integrating New Student Admission Data, Parents' Satisfaction, and Key Performance Indicators in Data-Driven Marketing Management at Islamic Educational Institutions

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**ABSTRACT**

The growing competition among Islamic educational institutions requires them to develop marketing strategies that are oriented not only toward promotion but also toward measurable data and evaluation results. Data-driven marketing enables institutions to use information on the New Student Admission (PPDB) process, the satisfaction level of student guardians (*wali santri*), and institutional performance indicators as a basis for determining marketing strategies and improving service quality. This study aimed to analyze the implementation of data-driven marketing through PPDB evaluation, measurement of guardian satisfaction, and the use of Key Performance Indicators (KPIs) to support the performance improvement of Islamic educational institutions. The study employed a qualitative approach with a descriptive design, collecting data through PPDB documentation, interviews with institutional managers, and interviews with student guardians. The data were analyzed through data reduction, data display, and conclusion drawing to identify enrollment patterns, factors shaping guardian satisfaction, and performance indicators relevant to institutional marketing strategy. The results showed that integrating these three data sources helps institutions identify the effectiveness of marketing channels, understand the needs and experiences of guardians, and establish more measurable KPIs for evaluating marketing strategies. Therefore, Islamic educational institutions are recommended to integrate PPDB data, guardian satisfaction measurement, and KPIs into a routine evaluation system so that marketing strategies and service quality can be continuously improved.

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## 1. INTRODUCTION

### 1.1. Background of the Problem

Competition among Islamic educational institutions requires managers to develop marketing strategies that are oriented not only toward promotion but also grounded in accurate data. Data-driven marketing allows institutions to understand the characteristics of prospective students, community

behavior, the effectiveness of promotional media, and stakeholder needs as a basis for decision-making. In the educational context, New Student Admission (PPDB) data can be used to determine the number of applicants, students' places of origin, sources of information, re-registration rates, and enrollment patterns. Using such data helps institutions evaluate their marketing strategies and determine more targeted marketing steps [1], [2].

In addition to PPDB data, the satisfaction of student guardians (*wali santri*) is an important source of information for evaluating the success of institutional marketing. Educational marketing does not end with successfully attracting new students; it also concerns the institution's ability to maintain trust and build long-term relationships with guardians. Satisfaction can reflect the alignment between guardians' expectations and the services received, whether in learning, communication, administrative services, or student development. Measuring service quality through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy can be one approach to understanding the experience of educational service users [3]. These data can then serve as a basis for service improvement while also supporting a word-of-mouth marketing strategy.

The problem is that PPDB data and guardian satisfaction data are not always integrated with a structured marketing performance measurement system. PPDB evaluations often focus on the number of applicants, while satisfaction data are mostly used to assess services without being linked to the achievement of marketing strategies. Key Performance Indicators (KPIs), however, can be used to translate marketing goals into specific and measurable indicators, such as the number of applicants, conversion rate, re-registration, effectiveness of promotional channels, guardian satisfaction, and student retention [4]. Therefore, this study discusses the integration of PPDB evaluation, guardian satisfaction, and KPIs as a data-driven marketing approach in Islamic educational institutions. This approach is expected to strengthen more measurable marketing decision-making and support the sustainable improvement of institutional performance.

### 1.2. Research Problems

Based on the background above, the research problems in this study are as follows:

1. How can the results of PPDB data evaluation be used as a basis for designing and developing data-driven marketing strategies in Islamic educational institutions?
2. What is the satisfaction level of student guardians, and what factors influence it, as a data source for developing institutional marketing strategies?
3. How can the integration of PPDB evaluation data and guardian satisfaction data be translated into Key Performance Indicators (KPIs) to improve the marketing performance of Islamic educational institutions?

### 1.3. Research Objectives

This study aims to:

1. Analyze the results of PPDB data evaluation as a basis for designing and developing data-driven marketing strategies in Islamic educational institutions.
2. Analyze the satisfaction level of student guardians and the factors that influence it as a data source for developing institutional marketing strategies.
3. Analyze the integration of PPDB evaluation data and guardian satisfaction data in formulating Key Performance Indicators (KPIs) to improve the marketing performance of Islamic educational institutions.

## 2. LITERATURE REVIEW

### 2.1. Data-Driven Marketing in Islamic Educational Institutions

Marketing in Islamic educational institutions is not only about promotional activities; it is a strategic process of understanding community needs, building institutional value, and communicating educational strengths to prospective students and their parents. In an increasingly competitive educational environment, marketing decisions need to be supported by data so that institutions do not rely solely on intuition when determining targets and promotional media [1]. A data-driven approach enables institutions to identify the characteristics of prospective students, the

sources of information that influence enrollment decisions, and community response patterns to promotional activities.

In the context of student admission, PPDB data can be a strategic source of information for institutions to evaluate the effectiveness of marketing activities. Data on school of origin, place of residence, source of information, number of applicants, and re-registration rates can be analyzed to understand the characteristics of the educational market and determine more appropriate promotional strategies. For example, Shadiq et al. [5] show that applicant data can be used for segmentation based on characteristics and information sources so that marketing strategies can be directed more specifically. A similar approach is shown by Mutmainnah et al. [2], who emphasize the importance of more targeted, data-based promotion in optimizing student admission.

The use of data is also increasingly relevant with the development of digital media in educational marketing. Fauzan and Purwanti [6] show that the use of websites, social media, and video marketing is related to new student admission as well as guardian satisfaction. This indicates that evaluating marketing is not sufficient if it looks only at the number of prospective students who register; it must also consider how prospective students and parents obtain information and how they experience the institution's services. Thus, data-driven marketing in Islamic educational institutions can be understood as a continuous process that links data collection, analysis, decision-making, and the evaluation of marketing strategies.

### 2.2. PPDB Evaluation and Guardian Satisfaction as Marketing Data Sources

PPDB evaluation is an important data source in developing the marketing strategies of educational institutions. PPDB data show not only the number of students who register but can also provide information on the characteristics of prospective students, their region or school of origin, sources of information about the institution, reasons for choosing the school, and the comparison between the number of applicants and the students who complete re-registration. This information can be used to identify effective promotional channels and to determine marketing targets for the following period. Shadiq et al. [5] show that grouping applicant data by certain characteristics can help institutions design more targeted marketing strategies. Meanwhile, Mutmainnah et al. [2] show that analyzing the factors that influence prospective students' decisions can serve as a basis for determining more data-based admission strategies.

In addition to data on prospective students, the satisfaction of student guardians is also an important source of information for developing the marketing of Islamic educational institutions. Satisfaction can describe how parents assess service quality, communication, facilities, and the educational experience their children receive. Service quality can be measured using the SERVQUAL dimensions, which include tangibles, reliability, responsiveness, assurance, and empathy [3]. These data can help institutions identify which aspects of service have met expectations and which still need improvement.

Guardian satisfaction is also related to parents' decisions in choosing an educational institution. Muzayyanah et al. [7] show that promotion and trust influence parents' decisions to enroll their children in Islamic educational institutions. On the other hand, Fauzan and Purwanti [6] show that digital marketing is related not only to new student admission but also to guardian satisfaction. Therefore, satisfaction data should not be positioned merely as service evaluation but also as material for evaluating marketing strategies and the long-term relationship between the institution and guardians.

### 2.3. Key Performance Indicators (KPIs) as an Instrument for Measuring Marketing Performance

Key Performance Indicators (KPIs) are indicators used to measure the achievement of an organization's strategic objectives in a measurable way. From a strategic management perspective, performance indicators help organizations translate goals into measures that can be monitored and evaluated [4]. In educational institutions, marketing KPIs can be used to determine the extent to which marketing activities achieve student admission goals while building good relationships with parents.

In the context of educational marketing, KPIs can be formulated based on the data available from the PPDB process and the evaluation of guardian satisfaction. Indicators that can be used include the number of applicants, the re-registration percentage, the rate at which prospective students are converted into enrolled students, the applicants' sources of information, the effectiveness of promotional media, the level of guardian satisfaction, and the level of parental recommendation. Thus, KPIs do not stand alone but are the result of translating marketing data into performance measures that leaders can use in decision-making.

This approach is in line with the development of data-based educational marketing. Shadiq et al. [5] show that applicant data can be analyzed to produce segmentation that supports more specific marketing strategies. Therefore, the application of KPIs in the marketing of Islamic educational institutions needs to be based on relevant, measurable data and be evaluated periodically.

## 3. METHOD

This study uses a qualitative approach with a descriptive design to obtain an in-depth understanding of data-driven marketing in Islamic educational institutions. The qualitative approach is used to explore PPDB data, the experiences and perceptions of student guardians regarding the institution's services, and the institution's marketing decision-making processes as they are understood by the people involved. This approach was chosen because the study aims not to test hypotheses or measure variables numerically but to understand the meanings, processes, and practices by which managers use data in designing and evaluating marketing strategies [8].

Data are collected through three techniques. First, documentation of PPDB records is used to obtain information on the number of applicants, re-registration, applicants' places of origin, and PPDB information sources. Second, semi-structured interviews are conducted with PPDB managers, the marketing division, and institutional leaders to obtain information on the use of PPDB data, the evaluation of guardian satisfaction, and the indicators used to measure marketing success. Third, in-depth interviews are conducted with student guardians to explore their experiences and perceptions of the institution's services. The interview guide for guardians is developed from educational service quality dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy, adapted from the SERVQUAL concept [3] and used as a thematic guide rather than as a measurement scale. Informants are selected using purposive sampling, with the criterion that they are managers who are directly involved in PPDB and marketing, or guardians who have received educational services from the institution. The number of informants is determined by data saturation, that is, when additional interviews no longer produce new information.

Data analysis is carried out interactively and continuously through three stages. In data reduction, interview transcripts and PPDB documents are selected, simplified, and coded to identify enrollment patterns, PPDB information sources, and tendencies in student admission. In data display, the reduced data are organized into narrative descriptions, thematic matrices, and tables so that relationships among themes, such as the factors shaping guardian satisfaction, become clearer. In conclusion drawing and verification, the themes are interpreted and checked repeatedly against the data. The findings from PPDB documentation, manager interviews, and guardian interviews are then integrated to formulate Key Performance Indicators (KPIs) relevant to the institution's marketing goals. KPIs are formulated from indicators that are specific, measurable, relevant to the institution's goals, and equipped with achievement targets so that they can be used as an instrument for the continuous evaluation of marketing performance.

The trustworthiness of the data is maintained through source triangulation, namely comparing PPDB documentation, interviews with managers, and interviews with guardians, as well as technique triangulation and member checking, in which informants are asked to confirm the interpretation of their statements.

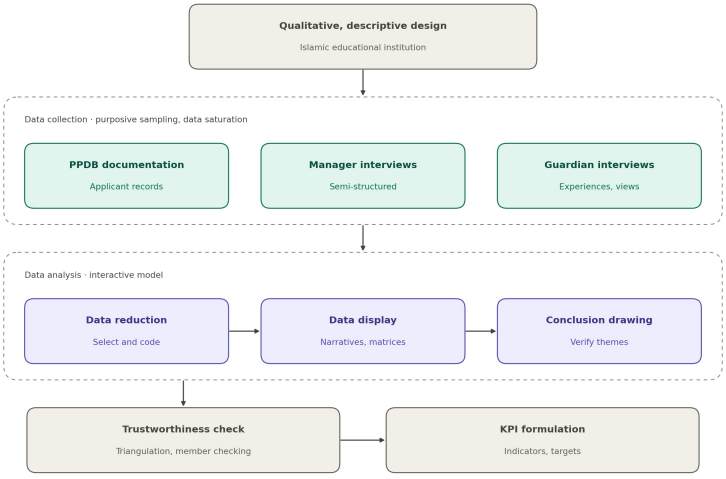



Figure 1. Diagram of the Research Design

## 4. DISCUSSION

### 4.1. Data-Driven Marketing as a Strategic Approach for Islamic Educational Institutions

Data-driven marketing is an approach that places data as the basis for planning, implementing, evaluating, and developing marketing strategies. In the context of Islamic educational institutions, this approach is important because the public's decision in choosing an educational institution is influenced not only by promotion but also by perceptions of service quality, reputation, educational programs, the learning environment, and the experience of service users. Therefore, marketing management needs to be carried out based on information that describes the needs and behavior of stakeholders, so that the strategies applied are relevant to the conditions of the community targeted by the institution [1].

The use of data gives institutions the opportunity to reduce their dependence on marketing decisions based solely on intuition. Data can help institutions identify the characteristics of prospective students, determine the most relevant communication media, understand the reasons people choose an institution, and evaluate the effectiveness of strategies that have been implemented. From the perspective of data-driven decision making, the quality of decisions is closely related to an organization's ability to obtain, process, and use information systematically. Therefore, data-driven marketing is not merely the use of technology to collect information but a change in the way institutions make decisions.

In Islamic educational institutions, this approach also needs to be adapted to the characteristics of an education that has both an academic dimension and Islamic values. Marketing should not be oriented only toward increasing the number of students but also toward conveying the institution's values and strengths honestly, building public trust, and maintaining good relationships with guardians. Thus, the use of data in marketing must remain placed within the framework of Islamic educational ethics, especially in terms of honesty of information, transparency, responsibility, and the fulfillment of the trust (*amanah*) placed in the institution by the community.

### 4.2. PPDB Evaluation as a Basis for Marketing Decision-Making

PPDB is one of the strategic data sources for the marketing of educational institutions. Every registration process generates information that can be used to understand the institution's educational market. Data on prospective students' origins, sources of information, promotional media used, number of applicants, and the re-registration process can provide an overview of the patterns of public interaction with the institution. Therefore, PPDB evaluation should not be understood merely as an administrative activity after the admission process is complete, but as an organizational learning process for improving marketing strategies.

PPDB data can be used to evaluate the effectiveness of various marketing channels. Institutions can compare the contributions of social media, guardian recommendations, alumni, direct

promotional activities, and other communication channels. This approach enables institutions to allocate marketing resources more rationally. Channels proven effective can be strengthened, while strategies that contribute less can be evaluated or adjusted to the characteristics of the target audience.

PPDB evaluation can also help institutions understand the journey of prospective students from getting to know the institution to deciding to register. From a marketing perspective, this process can be understood as a customer journey. Information on the points at which prospective students interact with the institution can be used to improve communication, the delivery of program information, registration services, and the experience of prospective guardians. Thus, PPDB data can function as an evaluation instrument as well as a basis for formulating marketing strategies for the following period.

### 4.3. Student Guardian Satisfaction as Part of Marketing Strategy

Educational marketing does not end when a student is accepted. The relationship between the institution and guardians in fact develops after admission through various forms of interaction and service. Therefore, guardian satisfaction is an important aspect of marketing strategy because the experience gained while being part of the institution can influence trust in, and perceptions of, the institution. Service quality that meets users' expectations can strengthen the relationship between the institution and guardians, whereas a service experience that falls short of expectations may reduce trust in the institution.

The concept of service quality can be used to understand guardian satisfaction through the aspects of tangibles, reliability, responsiveness, assurance, and empathy [3]. These five aspects show that users' experience is determined not only by physical facilities but also by the institution's ability to provide services accurately, promptly, convincingly, and attentively. In Islamic educational institutions, these dimensions can be applied to various forms of service, such as communication between the institution and guardians, administrative services, student mentoring, openness of information, and the institution's responsiveness to guardians' needs and problems.

Guardian satisfaction also has strategic value in marketing because it can generate word-of-mouth. Positive experiences can encourage guardians to recommend the institution to family, friends, and the surrounding community. Such recommendations are important because the decision to choose an educational institution often involves a high level of trust. Thus, improving guardian satisfaction is not only part of improving service quality but can also become an organic and sustainable marketing strategy.

### 4.4. KPI as an Instrument for Controlling Marketing Strategy

A marketing strategy requires indicators that can be used to determine whether the stated goals have actually been achieved. In this context, Key Performance Indicators (KPIs) serve as an instrument for translating strategic goals into concrete performance measures. KPIs enable an organization to determine indicators, targets, and achievement standards that can be monitored periodically. Good performance measurement focuses not only on final results but also considers the various aspects that influence the achievement of organizational goals [4].

The application of KPIs in educational marketing can include indicators related to the number of applicants, the rate at which applicants are converted into enrolled students, the effectiveness of promotional channels, the level of guardian satisfaction, student retention, and the level of guardian recommendation. The selection of indicators must be aligned with the institution's strategic goals. Not every indicator that is easy to measure needs to become a KPI. The selected indicators must have a clear relationship with the institution's goals and be able to provide information that can be used for decision-making.

KPIs can also function as a control mechanism so that marketing activities are oriented not merely toward activities but toward the achievement of goals. For example, the number of promotional content items published does not automatically indicate marketing success. What matters more is whether those activities can increase relevant reach, generate prospective applicants, increase conversion, or strengthen the public's positive perception of the institution. Thus, KPIs help

institutions shift their attention from merely measuring activities (outputs) toward measuring impact and goal achievement (outcomes).

### 4.5. Integration of PPDB, Guardian Satisfaction, and KPI in Data-Driven Marketing

Integrating PPDB evaluation, guardian satisfaction, and KPIs can form a more comprehensive marketing system. These three components have different but interrelated functions. PPDB data provide information on the effectiveness of the process of acquiring new students, guardian satisfaction data provide information on the experience of service users, and KPIs provide an instrument for measuring the achievement of strategy systematically. When the three components are integrated, the institution can view marketing as a process that begins with attracting prospective students, continues with providing a good service experience, and extends to maintaining relationships with guardians.

This integration also enables a continuous evaluation cycle. Data obtained from one PPDB period can be used to determine strategy for the following period. Meanwhile, guardian satisfaction data can be used to identify which aspects of service need improvement before they become part of the messages and values offered in marketing. KPIs are then used to ensure that the strategies that have been designed can be monitored and evaluated against measurable indicators.

With this approach, the marketing of Islamic educational institutions can move from a promotional-oriented pattern toward evidence-based marketing. Institutions ask not only how to increase the number of applicants but also who their prospective students are, where they obtain information, why they choose the institution, what guardians' experience is after receiving services, and which indicators show the success of the marketing strategy. Ultimately, this approach can support more rational decision-making while encouraging the sustainable improvement of service quality and institutional performance.

## 5. RESEARCH IMPLICATIONS

### 5.1. Theoretical Implications

Theoretically, the discussion of data-driven marketing broadens the understanding that the marketing of Islamic educational institutions concerns not only promotional activities and communication to prospective students but also a decision-making process based on empirical information. The integration of PPDB evaluation data, guardian satisfaction, and Key Performance Indicators (KPIs) shows that educational marketing can be understood as a system that connects the process of acquiring students, providing educational services, and evaluating institutional performance. This approach strengthens the data-driven decision-making perspective in educational management, in which data are used not only as documentation material but as a basis for determining organizational priorities and strategies.

This framework also offers the perspective that guardian satisfaction is not merely an indicator of service quality but can be positioned as part of a long-term marketing strategy. Well-managed satisfaction has the potential to strengthen the institution's trust and relationships with the community. Meanwhile, KPIs function as an instrument that links data and strategy to measurable performance achievement. Thus, the integration of these three components can become a conceptual framework for developing studies of Islamic educational marketing that are more oriented toward evidence, performance measurement, and continuous improvement.

### 5.2. Practical Implications

Practically, the data-driven marketing approach has several implications for managers of Islamic educational institutions. First, institutions need to build a more systematic system for documenting and managing PPDB data. Data on students' origins, sources of information, promotional media, number of applicants, re-registration rates, and characteristics of prospective students need to be collected and analyzed periodically. These data can be used to determine which marketing channels need to be strengthened and which strategies need to be evaluated.

Second, institutions need to make the guardian satisfaction survey part of routine evaluation. Satisfaction should be measured not only to determine the general level of satisfaction but also to identify aspects of service that constitute the institution's strengths and weaknesses. This information

can be used as a basis for service improvement as well as material for building a value proposition that corresponds to the institution's actual conditions.

Third, managers need to establish marketing KPIs aligned with the institution's strategic goals. KPIs may include the number of applicants, registration conversion rate, re-registration percentage, effectiveness of promotional sources, guardian satisfaction level, student retention, and the number of new students who come from guardian recommendations. Each indicator needs to have a target, a measurement period, and a responsible party so that the evaluation process can be carried out consistently.

Fourth, implementing data-driven marketing requires coordination among the PPDB, marketing, services, and leadership units of the institution. Data will not provide optimal benefit if they are controlled by only one work unit. Therefore, an organizational culture that encourages the use of data in planning and decision-making is needed. In Islamic educational institutions, such implementation must also be accompanied by the principles of trustworthiness (*amanah*), honesty, transparency, and the protection of the personal data of students and guardians.

## 6. CONCLUSION

Data-driven marketing is a strategic approach relevant to Islamic educational institutions in facing competition and the demand to improve service quality. Using PPDB evaluation data enables institutions to understand enrollment patterns, the characteristics of prospective students, and the effectiveness of various marketing channels. Meanwhile, guardian satisfaction data provide information on the experience and perceptions of stakeholders regarding the services provided by the institution. These two data sources can provide a more objective basis for determining marketing strategy than decision-making that relies only on assumptions or the intuition of managers.

The integration of PPDB data and guardian satisfaction can then be translated into Key Performance Indicators (KPIs) as an instrument for measuring and evaluating the success of marketing strategies. KPIs can help institutions establish indicators that are specific, measurable, and relevant to institutional goals, such as the effectiveness of student admission, conversion rate, guardian satisfaction, student retention, and public recommendation. Thus, marketing is directed not only at acquiring new students but also at building satisfaction, trust, and long-term relationships with guardians.

Ultimately, the implementation of data-driven marketing needs to be positioned as a continuous improvement cycle that includes data collection, analysis, decision-making, measurement through KPIs, evaluation, and strategy refinement. This approach enables Islamic educational institutions to develop marketing strategies that are more targeted, measurable, and responsive to community needs. The integration of PPDB evaluation, guardian satisfaction, and KPIs can also become a marketing management framework that supports institutional performance improvement while strengthening public trust in Islamic educational institutions.

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