



Analysis of Factors Influencing Students' Interest in Continuing Their Studies at Sekolah Tinggi Agama Islam Negeri (STAIN) Teungku Dirundeng Meulaboh

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A B S T R A C T

This research aims to analyze the factors that influence student's interest in Aceh Jaya Regency, West Aceh Regency, and Nagan Raya Regency in continuing their studies at the Sekolah Tinggi Agama Islam Negeri (STAIN) Teungku Dirundeng Meulaboh. The factors studied include Family Environment, Religiosity, Knowledge about STAIN, Career Opportunities, and Promotion. The research method used is a quantitative approach using multiple linear regression analysis. Data was collected through questionnaires distributed to 342 high school, MA and vocational school students who were the research samples. The research results show that the variables Family Environment, Religiosity, Knowledge about STAIN, and Promotion have a significant influence on student interest, while Career Opportunities do not show a significant influence. The coefficient of determination test shows that this model is able to explain 98.7% of variations in student interest. The results of the F test confirm that the overall research model is significant, while the t test strengthens the finding that Promotion has the largest influence among the other variables. Based on the research results, it is recommended that STAIN improve promotional and outreach strategies to students and families, as well as strengthen information about career prospects to attract the interest of more prospective students.

INTRODUCTION

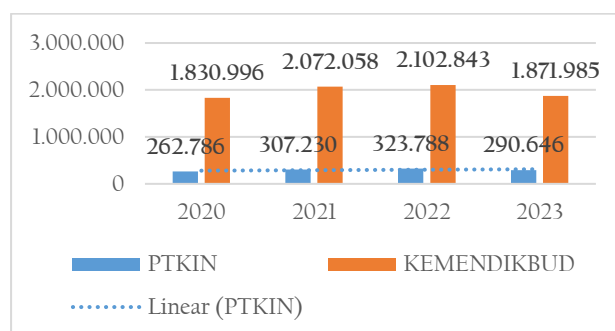
The development of higher education in Indonesia has experienced a rapid increase in the last few decades. As higher education institutions, universities play an important role in shaping quality and competitive human resources. Universities have a strategic role in shaping the character and competence of human resources. In recent decades, the development of higher education in Indonesia has recorded significant progress, along with various government efforts to improve the accessibility and quality of higher education in this country.

The increase in the number of universities, both public and private, reflects the government's commitment to provide better higher education facilities for the people of Indonesia. With a variety of study programs and scientific focuses, higher education becomes a place for students to develop their potential and interests, as well as gain the knowledge and skills needed to compete in an increasingly complex world of work.

Although this development provides positive expectations, challenges and problems also arise along with the growth in the number of universities. These challenges include the quality of education, the relevance of the curriculum, the role of research and development, and the competition to increase the number of students. Therefore, an in-depth understanding of the dynamics of the development of higher education in Indonesia is a must in order to identify strategic steps that need to be taken to improve the quality of higher education and ensure that university graduates can become agents of positive change in society.

In Indonesia, there are two types of universities: public and private. These universities are under the auspices of different institutions and ministries, including the Ministry of Religious

Affairs. In their education system, universities under the Ministry of Religious Affairs are not only limited to providing academic knowledge, but involve in-depth experiences that shape students' religious and moral dimensions. Religious colleges provide a platform where students can explore and hone their religious values, internalize spiritual teachings, and apply moral principles in their daily lives. Currently, there are about 4,293 universities in Indonesia. About 3,107 HEIs are under the Ministry of Research and Technology and 1,310 under the Ministry of Religious Affairs and the rest under other ministries and agencies (pddikti.kemdiktisaintek.go.id, 2024).



Gambar 1. Development of the Number of Interested Persons Continuing Studies at PTKI and KEMENDIKBUD in Indonesia.
Source: (Statistik Pendidikan Tinggi Tahun 2023)

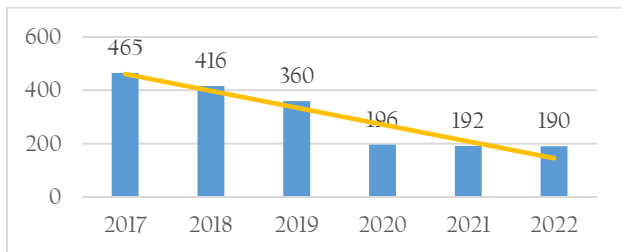
Religious education is a critical aspect in character building and moral values among students. Along with the dynamics of the times, religious education faces increasingly complex challenges,

especially in the context of globalization and rapid social change. Globalization has a significant impact on religious identity and traditional values, triggering debates about the relevance of religious education in the contemporary era (Opeyemi Ishaq El-Mubarak & Hassan, 2021).

Previous research, such as that investigated by (Febrianti et al., 2020) shows that students' interest in pursuing religious studies is strongly influenced by a number of factors, including family support, social environment and the quality of religious education. Therefore, an in-depth understanding of these factors is crucial for designing effective and relevant religious education policies. Furthermore, in the research of Fani et al. (2022); Fadlillah & Mulyeni (2023); and Purnamasari & Hayati (2018) state that the factors that influence students' interest in continuing their studies in higher education are the influence of the family environment, promotion, quality of higher education and opportunities to get a job. This factor is an important consideration of students in making choices to continue their education in college.

Currently, with the increasing number of higher education developments, there has been a lot of competition among higher education. One of them is in increasing the number of students' interest in continuing their studies. Some universities have difficulty recruiting students, this is not only experienced by private universities, but also state universities.

Currently, the Teungku Dirundeng Meulaboh State Islamic College has 12 study programs that are offered to students to continue, but of the 12 study programs, based on data obtained in 2023, the number of enthusiasts is currently decreasing and only 190 people are continuing their studies at STAIN Teungku Dirundeng Meulaboh in 2022, this can be seen in Figure 1. In quality, currently STAIN Teungku Dirundeng is a campus that has been accredited Excellent, and all study programs offered are also on average already at the Excellent accreditation rating.



Gambar 2. The development of the number of STAIN Teungku Dirundeng Meulaboh students 2016-2022

Source : Siakad STAIN Teungku dirundeng (2023)

From the data above, it can be seen that the development of the number of students interested in continuing their studies at STAIN Teungku Dirundeng Meulaboh continues to decline every year. In 2017 the number of enthusiasts reached 465 students, but until 2022 the number of enthusiasts decreased by more than 100%, to 190 students. This is certainly a very important problem to immediately take steps in dealing with the problem.

Several studies (Zulfa et al., 2018) have shown that internal and external factors play an important role in shaping students' interest in religious studies, but there is still a need for more in-depth and contextual analysis. Therefore, it is important to conduct this research in order to dig deeper into the factors that influence students' interest in continuing their studies at the Islamic Religious College (PTKI) STAIN Teungku Dirundeng

Meulaboh. An in-depth understanding of these factors is expected to provide a strong foundation for the development of educational policies to be more targeted.

METHODS

This study used a survey method with a quantitative approach. The population in this study were high school / MA students in Aceh Jaya, West Aceh and Nagan Raya districts with a total of 18,225 students, consisting of 4,177 students in Aceh Jaya district, 8,536 students in West Aceh district and 5,512 students in Nagan Raya district. The sample was taken using the calculation technique based on the population and sample table from Isaac and Michael with a significance level of 5% so that the number of samples studied was 342 respondents from several different schools. Sample distribution using proportional cluster sampling technique.

The research data was collected using a Likert scale instrument. The data was then analyzed using multiple linear regression techniques to determine the effect of several independent variables on the dependent variable (student interest).

RESULTS AND DISCUSSION

This research is a field study, with the research respondents being senior high school students in Aceh Jaya, West Aceh and Nagan Raya districts. The characteristics of the respondents studied can be seen in table 1.

Table 1. Respondent Characteristics

No.	Description	Number of Respondents	Percentage
1	Gender:		
	- Male	137	40,06%
	- Female	205	59,94%
3	Age:		
	- 13-16 years old	39	11,40%
	- 17-20 years	303	88,60%
4	Education		
	- HIGH SCHOOL	204	59,65%
	- MA	82	23,98%
	- SMK	56	16,37%
5	School Location		
	- Aceh Jaya	114	33,33%
	- West Aceh	114	33,33%
	- Nagan Raya	114	33,33%
6	Parent's Occupation		
	- PNS/TNI/Polri	29	8,48%
	- Private Employee	14	4,09%
	- Entrepreneurship	42	12,28%
	- Casual Laborer	92	26,90%
	- Farmer/Fisherman	162	47,37%
	- More	3	0,88%

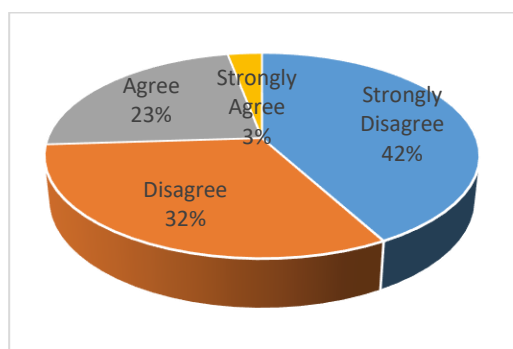
Sumber: Research Results (2024)

From the table above, it can be seen that the number of male respondents is 137 people and the remaining 205 people are female respondents. In terms of age, there are more than 80% of respondents who are over 16 years old. In terms of school, there are 59.65% percent of respondents from SMA, 23.95% of respondents from MA and 16.37% from SMK. When viewed in

terms of parental occupation, more than 47% of the students whose parents work in agriculture/fishermen and who work as civil servants/TNI/Police are only 8.48%, the rest are working as private employees, entrepreneurs and casual laborers.

Students' Knowledge of STAIN Teungku Dirundeng Meulaboh Campus

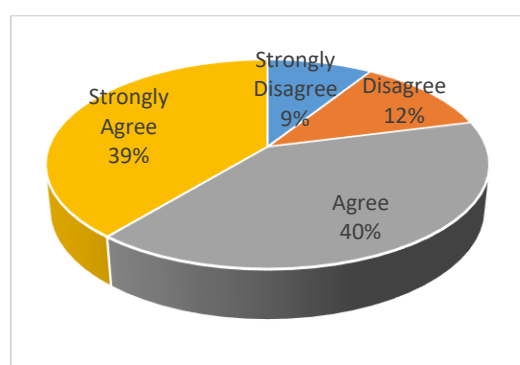
The level of knowledge of high school, MA (Madrasah Aliyah) or Islamic Senior High School and SMK (Sekolah Menengah Kejuruan) or Vocational High School students on the existence of the STAIN Teungku Dirundeng Meulaboh campus can be seen as follows::



Gambar 3. Aceh Jaya Regency Students' Knowledge of STAIN Teungku dirundeng Meulaboh Campus..

Sumber : Research Results (2024)

Based on the picture above, it can be explained that as many as 3% of students strongly agree that they know the existence of the STAIN Teungku Dirundeng Meulaboh campus, 23% of students said they agreed, and 32% of students disagreed that they knew the STAIN Teungku Dirundeng Meulaboh campus, and 42% of students also stated that they strongly disagreed that they knew the STAIN Teungku Dirundeng Meulaboh campus. From this it can be concluded that 74% of students still state that they do not know the STAIN Teungku Dirundeng Meulaboh campus and only 26% of students know.

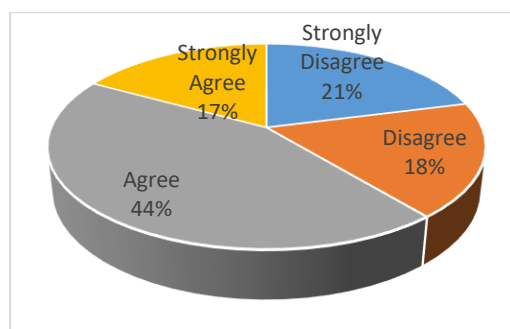


Gambar 4. Pengetahuan Siswa Kabupaten Aceh Jaya Terhadap Kampus STAIN Teungku dirundeng Meulaboh.

Sumber : Hasil Penelitian (2024)

Based on the figure above, it can be explained that 39% of students strongly agreed that they knew the existence of the STAIN Teungku Dirundeng Meulaboh campus, 40% of students said they agreed, and 12% of students disagreed that they knew the STAIN Teungku Dirundeng Meulaboh campus. From this it can be concluded that 79% of students already know the existence of the STAIN Teungku Dirundeng Meulaboh campus and only 21% of students do not know.

the STAIN Teungku Dirundeng Meulaboh campus, and 9% of students also stated that they strongly disagreed that they knew the STAIN Teungku Dirundeng Meulaboh campus. From this it can be concluded that 79% of students in West Aceh Regency already know the existence of the STAIN Teungku Dirundeng Meulaboh campus and only 21% of students do not know..



Gambar 5. Aceh Jaya Regency Students' Knowledge of STAIN Teungku dirundeng Meulaboh Campus.

Sumber : Research Results (2024)

Based on the picture above, it can be explained that as many as 17% of high school, MA and SMK students in Nagan Raya Regency strongly agree to know the existence of the STAIN Teungku Dirundeng Meulaboh campus, 44% of students said they agreed, and 18% of students stated that they disagreed knowing the STAIN Teungku Dirundeng Meulaboh campus, and 21% of students stated that they strongly disagreed knowing the STAIN Teungku Dirundeng Meulaboh campus. From this it can be concluded that 61% of students already know the existence of the STAIN Teungku Dirundeng Meulaboh campus and 39% of students do not know.

Data Analysis Results

To determine the factors that influence students' interest in continuing their studies at the Teungku Dirundeng Meulaboh State Islamic Religious College (STAIN), a regression analysis was carried out which explained the relationship of several variables studied, namely the variables of family environment (X1), Religion (X2), Knowledge (X3), Career Opportunities (X4), Promotion (X5) and Interest (Y). Regression analysis in this study was carried out using multiple linear regression analysis. The test results can be seen in table 2.

Based on this table, the regression equation is obtained as follows:

$$\hat{Y} = 6,629+2,012+2,010+1,010+1,005 +2,188+e$$

Based on the results of the regression coefficient, of the five variables, the variable with the largest regression coefficient is the promotion variable with a regression coefficient of 2.118. This means that the promotion factor has the most dominant influence on student interest in continuing their studies at STAIN Teungku dirundeng Meulaboh.

Table 2: Data Regression Results

Variabel	Unstandardize d Coefficients	Standardized Coefficients	T	Sig
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	B	Std. Error	Beta		
Konstanta	6,629	3,500		13,266	,000
(X ₁)	2,012	,017	,005	4,707	,030
(X ₂)	2,010	,032	,907	62,808	,000
(X ₃)	1,010	,005	,012	3,856	,034
(X ₄)	1,005	,017	,002	1,271	,786
(X ₅)	2,188	,028	,095	6,718	,000

Source : SPSS output (data processed)

Statistical Proof

Coefficient of Determination (R²)

The coefficient of determination test is carried out to measure how much the independent variables (family environment, Religion, Knowledge, Career Opportunities and Promotion) are able to explain the dependent variable (student interest in continuing their studies at STAIN). The results of this test can be seen in table 3.

Table 3. Results of the Coefficient of Determination (R²)

R	R Square	Adjusted R Square	Std. Error of the Estimate
,994 ^a	,987	,987	,866

Source : SPSS output (data processed)

Based on the table above, it is known that the results of the coefficient of determination test in this study show an Adjusted R² value of 0.987, which means that 98.7% of the variation in student interest in continuing their studies at STAIN Teungku Dirundeng Meulaboh can be explained by the five independent variables. The remaining 1.3% is influenced by other factors not included in this research model.

Partial Test (t Test)

This test is conducted to test the partial effect of each independent variable on the dependent variable. The results of the partial test can be seen in the following table 4.

Table 4. Partial Test Results (t Test)

Variables	T count	T table (α =0,05)	p-value	Conclusion
Family Environment	4,707	1,652	,030	Significant
Religious	62,808	1,652	,000	Significant
Knowledge	3,856	1,652	,034	Significant
Career Opportunities	1,271	1,652	,786	Not Significant
Promotion	6,718	1,652	,000	Significant

Source: SPSS output (data processed)

From table 4 above it can be explained:

1. The Influence of Family Environment on Interest in Continuing Studies

The table above shows that there is a significant relationship between Family Environment (X₁) and interest in continuing studies at STAIN Teungku dirundeng Meulaboh (Y). This can be seen from the t-statistic value of 4.707 and a significant value of 0.030 less than the alpha value of 0.05 indicating a positive relationship between the two.

The results of this study are in line with research (Eccles & Wigfield, 2002) stating that the family environment has a very important role that provides positive emotional support and can increase students' motivation to continue their studies to the college level. (Zulfa et al., 2018) also stated that parents, friends and teachers are important external factors that encourage students' interest in choosing a college.

Family support, both in terms of motivation, learning facilities, and moral support, is very important for students in making choices to continue their education to a higher level. Students who come from families with strong educational values tend to have a higher interest in continuing their studies at religious institutions such as STAIN.

2. Religious Influence on Interest in Continuing Studies

The table above shows that there is a significant relationship between ease of use (X₂) and interest in continuing studies at STAIN Teungku dirundeng Meulaboh (Y). This can be seen from the t-statistic value of 62.808 and a significant value of 0.00 smaller than the alpha value of 0.05 indicating a positive relationship between the two.

Students who have in-depth religious knowledge have high personal values and interests related to religious studies. Better knowledge of their religion can motivate them to pursue higher education at a religious college. (Horwitz et al., 2020), (Yanuri, 2016) state that the quality of religious education is one of the interests for students in continuing their studies. Students with high levels of religiosity tend to have better study results. Therefore, STAIN Teungku Dirundeng Meulaboh needs to continue to highlight the advantages of Islamic-based education to attract religious students.

3. The Effect of Knowledge on Interest in Continuing Studies

Table 4 shows that there is a significant relationship between the influence of knowledge (X₃) and interest in continuing studies at STAIN Teungku dirundeng Meulaboh (Y). This can be seen from the t-statistic value of 3.856 and a significant value of 0.034 less than the alpha value of 0.05 indicating a positive relationship between the two. So it can be concluded that every increase in social influence will also increase the interest in continuing studies at STAIN Teungku dirundeng Meulaboh. Students' knowledge about college, including information about entrance requirements, scholarships, and study programs, is significantly correlated with their interest in continuing their studies in college. Yanuri, (2016) stated that the role of knowledge about college will be the decision on students to continue their studies to the college level. Students who have more information about study programs, facilities, and advantages of STAIN tend to be more interested in continuing their studies there. This shows the importance of promotion and counseling by STAIN to increase students' awareness of what the college has to offer. Complete and clear information about the academic excellence, facilities, and opportunities available at STAIN can increase students' interest in continuing their studies.

4. The Effect of Career Opportunities on Interest in Continuing Studies

Table 4. shows that there is no significant relationship between career opportunities (X₄) and interest in continuing studies at STAIN Teungku dirundeng Meulaboh (Y). This can be

seen from the t-statistic value of 1.271 and a significant value of 0.786 greater than the alpha value of 0.05.

Career opportunities were not the main consideration for students in deciding to continue their studies at STAIN. This may be due to several factors, such as the lack of information regarding the career prospects of STAIN graduates, or the perception of students who prioritize religious aspects over career aspects. Therefore, STAIN needs to increase socialization about the career prospects of their graduates, including job opportunities in the education sector, government, and the relevant private sector.

5. The Effect of Promotion on Interest in Continuing Studies

Table 4 shows that there is a significant relationship between the effect of promotion (X5) on interest in continuing studies at STAIN Teungku Dirundeng Meulaboh (Y). This can be seen from the t-statistic value of 6.718 and a significant value of 0.000 less than the alpha value of 0.05 indicating a positive relationship between the two.

The results of this study are also in line with research by (Triyono et al., 2021) the uniqueness and advantages of a college, motivating students to seek further information. In the context of college promotion, promotions that are able to create a sense of emotional involvement and build positive perceptions of educational institutions can increase student interest (Sudirjo et al., 2023) understanding the needs and desires of students is key in designing relevant and attractive promotions.

STAIN's promotion plays an important role in attracting students. The right promotion strategy, whether through social media, seminars, or visits to schools, can help students learn more about STAIN's programs and advantages. Therefore, STAIN needs to strengthen and expand promotional activities, including optimizing digital media to reach more students.

Simultaneous Test (F Test)

In the multiple linear regression analysis model, it is necessary to carry out a simultaneous test, the purpose of which is to see the relationship between all independent variables together, whether they have an influence or not on the dependent variable. This test is done by looking at the results of the anova test. The test results can be seen in table 5.

Table 5. Simultaneous Test Results (F Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	19247,35	5	3849,47	5136,19	,000 ^b
Residual	251,82	336	,749		
Total	19499,17	341			

Source: SPSS output (data processed)

From the output of the test results above, because the value of F count (5136.194) > F table (2.255) and p-value <0.05, it can be concluded that there is a significant simultaneous influence between the family environment (X1), Religion (X2), Knowledge (X3), Career Opportunities (X4) and Promotion (X5) on student interest in continuing their studies at STAIN Teungku Dirundeng Meulaboh.

Analysis of Research Results

Based on the results of this study, the family environment has a significant influence on student interest in continuing their

studies at STAIN Teungku Dirundeng Meulaboh. This is supported by the t-test results which show a t-count of 4.707 with a p-value of 0.030, which means that this variable significantly contributes to students' interest in continuing their studies at STAIN Teungku Dirundeng Meulaboh. Tirtaraharja's theory of the function of the family environment in education states that the family is a micro environment that has a direct influence on individual development, including in educational decision making (Umar, 2000). In this context, the role of the family as a source of motivation, encouragement and support for students' decisions to continue their education is very important. Emotional and financial support from parents tends to increase students' interest in continuing their education to a higher level.

The results of this study are also in line with research conducted by Salima (2019), who found that the family environment plays an important role in determining students' interest in continuing their education. Students who get family support, both in terms of financial and moral, tend to have stronger motivation to continue their studies. Another study by Winda et al. (2022) also showed that students who have high family involvement in the educational decision-making process tend to have greater interest in continuing their education.

The religiosity variable also shows the results of a significant effect on student interest with a t-count of 62.808 and a p-value of 0.000. This shows that the higher the level of religiosity of students, the greater their interest in continuing their education at STAIN Teungku Dirundeng Meulaboh. Sulistiyowati & Hakim, (2021) state that individuals with a high level of religiosity will tend to make decisions that are in line with the religious values they profess. Islamic religious education such as that offered at STAIN tends to be more attractive to students who have a high level of religiosity, because it is in accordance with their beliefs and principles.

Research by Musyaffa & Iqbal (2022) found that students with high levels of religiosity prefer religion-based institutions because they are in accordance with their values. In addition, research by Purnamasari & Hayati (2018) also revealed that the religiosity factor is one of the main motivations for students in choosing Islamic-based universities, especially in areas with a strong religious culture such as Aceh.

Knowledge about STAIN is also proven to have a significant effect on student interest with a t-count of 3.856 and a p-value of 0.034. The positive regression coefficient indicates that the more information students have about STAIN, the greater their interest in continuing their studies there. Based on the theory of consumer behavior from (Schiffman & Kanuk, 2008), the knowledge or information that individuals have about a product or service will affect their interest and decision to choose that product. In this context, STAIN as an "educational product" requires effective promotion to increase students' knowledge about its study programs, facilities, and graduate prospects, so as to attract their interest.

The results of this study are in accordance with research by Adam dan Hariyanto, (2023) who found that students' knowledge of study programs, facilities, and career prospects in higher education significantly affects students' interest in continuing their education at the institution. Research by (Chusanawati & Purwinarti, 2015) also found that promotions that provide complete and accurate information to prospective students will increase their interest in enrolling in the institution.

Career opportunities have no significant effect on student interest with a t-count of 1.271 and a p-value of 0.786. This shows that although career opportunities are important, they are not the main factor influencing student interest in choosing STAIN as a study destination. Based on the theory of achievement motivation from (McClelland, 1987), individuals who are motivated to succeed will tend to consider career opportunities when making education-related decisions. However, in the context of religious education, spiritual and moral motivations may be more dominant than economic or career factors. This result is in contrast to research by Carnevale et al. (2010), who found that career opportunities have a significant effect on student interest in choosing a study program at a public university

Promotion has a significant influence on student interest with a t-count of 6.718 and a p-value of 0.000. The positive regression coefficient indicates that the more effective the promotion carried out by STAIN, the greater the interest of students to continue their studies there. Based on marketing communication theory by (Kotler & Keller, 2016), effective promotion can influence consumer perceptions and decisions. In this case, promotions carried out by STAIN through various media and direct activities (such as seminars and visits to schools) can increase students' awareness and knowledge, thus increasing their interest in continuing their education at STAIN.

Research by (Chusanawati & Purwinarti, 2015) shows that effective promotion, especially through social media and in-person seminars, can increase students' interest in continuing their education to a particular college. Research by (Triyono et al., 2021) also shows that promotion plays an important role in attracting prospective students, especially in areas that have diverse educational options.

CONCLUSION

The family environment has a significant and positive influence on student interest in continuing their studies at STAIN Teungku Dirundeng Meulaboh. Moral and material support from the family tends to increase students' interest in continuing higher education in religious institutions. In addition, the factor of student religiosity is also proven to have a major influence on this interest, where the higher the level of student religiosity, the greater their desire to choose an educational institution with an Islamic-based curriculum, especially STAIN Teungku Dirundeng Meulaboh. Knowledge about STAIN TDM, including information about study programs, facilities, and career prospects, also increases student interest. Nonetheless, career opportunities do not have a significant influence in students' decisions, indicating that career aspects are not a major consideration for them compared to religiosity and family support factors. On the other hand, effective promotion through digital media, seminars, and direct visits to schools proved significant in increasing students' awareness and interest in continuing their studies at STAIN Teungku Dirundeng Meulaboh.

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