

Students Motivation and Preferences in Choosing STAB Negeri Raden Wijaya

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Abstract

This study aims to identify the key factors influencing students' choice to enroll at STAB Negeri Raden Wijaya, a state Buddhist higher education institution in Indonesia, and examine the effectiveness of its online media as promotional tools. Despite showing positive enrollment growth, understanding what attracts students to choose this institution becomes crucial for strategic development. Using a mixed-method approach with explanatory sequential design, the study combined quantitative surveys (n=150) and qualitative interviews (n=15) to gain comprehensive insights. The quantitative phase identified factors through factor analysis, while the qualitative phase provided deeper understanding through semi-structured interviews with prospective students and stakeholders. Results revealed four primary factors influencing student choice: (1) academic quality and institutional reputation, accounting for 32.5% of variance, encompassing teaching quality and program offerings; (2) environmental and family cultural factors (24.3%), including Buddhist family background and community support; (3) campus facilities and environment (18.7%), covering infrastructure and learning resources; and (4) institutional reputation (15.2%), relating to graduate employability and alumni success. Analysis of online media effectiveness showed limited engagement despite growing enrollment, with only 4-8% impact from social media and 1% from website on student recruitment, primarily due to static content and lack of interactive features. The study concludes that STAB Negeri Raden Wijaya's growth is primarily driven by academic quality and cultural factors, while suggesting the need for enhanced digital presence to better support student recruitment efforts.

Keywords: Influential Factors; Promotion; Online Media

Introduction

STAB Negeri Raden Wijaya represents a significant institution within Indonesia's religious education landscape, operating under the Directorate General of Buddhist Community Guidance, Ministry of Religious Affairs. According to the Ministry of Religious Affairs' (2023) data, it is one of only two state Buddhist higher education institutions serving Indonesia's Buddhist population of approximately 2 million people (0.7% of the total population, BPS 2020). While research on student choice in higher education is extensive, studies specifically examining religious higher education institutions in Southeast Asian contexts remain limited. This gap is particularly significant given the unique role these institutions play in preserving cultural heritage while meeting modern educational demands.

STAB Negeri Raden Wijaya is a higher education institution under the Directorate General of Buddhist Community Guidance, Ministry of Religion of the Republic of Indonesia. This institution was previously a private institution that was nationalized. Its existence is to facilitate Buddhists in obtaining religious education. The institution offers three distinctive religious study programs: Dharmacarya (Buddhist Religious Education), Dharmaduta (Buddhist religious instructor), and Kependitaan (Buddhist Priesthood Studies). These programs uniquely combine traditional Buddhist teachings with

contemporary pedagogical approaches, distinguishing STAB Negeri Raden Wijaya from other higher education institutions. So when it was first established, the operational study programs that were run included religious study programs, consisting of Dharmacarya, Dharmaduta and Kependitaan. These three study programs specifically study religion. Dharmacarya is a study program that is currently called Buddhist Religious Education, which aims to produce prospective Buddhist religious education teachers. Dharmaduta is a study program that is currently a Buddhist counseling study program, which aims to produce prospective Buddhist religious instructors. Kependitaan study program, which aims to facilitate prospective Buddhist religious priests.

The institution's distinctive features include: Integration of Buddhist philosophy with modern academic curricula. Dual focus on spiritual development and professional competencies. Strong connections with Buddhist temples and communities. Specialized training for religious educators and counselors.

The three religious study programs, in general, aim to provide services to the community, including becoming civil servants through the formation of government employee procurement. According to institutional data (2023), while community demand for program graduates remains high, particularly in religious education and counseling roles, the limited availability of civil service positions presents a significant challenge. This situation necessitates a deeper understanding of student motivations and expectations to ensure program alignment with both spiritual calling and career aspirations. In fact, the community's need for these alumni is high, but the community still hopes that alumni of this study program will get a formation to become Buddhist religious instructors and/or state Buddhist religious education teachers, but the existing formations are rarely obtained.

While extensive research exists on student choice in higher education (Chapman, 1981; Manski & Wise, 2013), studies specifically examining religious higher education institutions in Southeast Asian contexts remain limited. Previous studies have primarily focused on mainstream universities or Islamic higher education institutions (Suhendi et al., 2020; Pratama, 2021), creating a significant knowledge gap regarding Buddhist higher education institutions. This gap is particularly concerning given the unique characteristics and challenges faced by minority religious institutions in maintaining their relevance while preserving their cultural identity.

Understanding student motivation in choosing STAB Negeri Raden Wijaya is crucial for several reasons: To enhance recruitment strategies in an increasingly competitive higher education market. To better align program offerings with student expectations and community needs. To maintain the balance between traditional religious values and modern educational demands. To inform strategic planning for institutional development.

The Kependitaan Study Program, which actually facilitates the development of human resources through the existence of religious assemblies or organizations, but this study program is very unpopular with the community, because the study program and institution do not directly become the needs of the government, and are more in private management. Whereas in fact, working in a religious organization is a devotion, not a formal job, which can generate sufficient income, for family life.

Recent studies have predominantly focused on mainstream universities and Islamic institutions (Suhendi et al., 2020; Pratama, 2021), leaving a significant knowledge gap in understanding the unique challenges and factors affecting student choice in Buddhist higher education. This gap becomes more critical considering the distinctive role of Buddhist institutions in preserving cultural heritage while adapting to modern educational demands.

STAB Negeri Raden Wijaya, is currently quite different, with its development. The development of new study programs has been carried out, including an increase in study program accreditation, as well as significant student development. There is even attention from the regional and central governments in the development of Campus Facilities and Infrastructure. Development can be seen from 2011 to 2024. Its existence is an important part of the considerations of prospective new students of STAB Negeri Raden Wijaya. A study of the motivation and preferences for studying at STAB Negeri Raden Wijaya needs to be studied in more depth.

Socialization and promotion are solutions that can explain to the community about the existence of STAB Negeri Raden Wijaya. The implementation of the promotion is carried out through several channels, namely the assignment of lecturers and education personnel to come to the Community area, either specifically the Buddhist Community or the general Public. Direct assignment to SLTA to provide an explanation, the learning process at STAB Negeri Raden Wijaya, which is open to the general Public, with a choice of existing study programs.

Promotion through online channels, by utilizing various online media sources such as: websites, tiktok, facebook, whatshap, and others, is also carried out, with the intention of expanding the reach, with limited face-to-face promotion. However, the various promotions carried out did not have a direct impact on increasing the number of students, from the initial survey conducted, online media only had a 4% impact on the acceptance of new students at STAB Negeri Raden Wijaya. The largest contributors are the role of parents and alumni or seniors, each 40%, for new students in 2023. This condition is increasingly interesting, to carry out an in-depth study, what are the factors that are the triggers, triggers, main preferences for choosing STAB Negeri Raden Wijaya as the main choice, through more in-depth research.

Various opinions about factors that influence students in choosing education, are conveyed by several researchers, such as Variables that influence the selection of higher education, which shows that there are five independent variables that influence interest in choosing higher education, such as, (1) reputation; (2) capacity building; (3) physical facilities; (4) tuition fees and reputation; and (5) study programs, Rochyati (2015). In the analysis of the student decision-making process in choosing a study program, Ming (2010), found that the results are (1) Socio-cultural has a positive and significant effect on personal factors, motivation and decision-making.

This research aims to find out what factors are the main factors that influence the acceptance of new students at STAB Negeri Raden Wijaya. This research aims to identify the reasons why online media is not or less attractive as a promotional media at STAB Negeri Raden Wijaya.

Method

This study employed a mixed-method research design conducted at STAB Negeri Raden Wijaya during the 2023-2024 academic year. The research population consisted of current students from semesters I-VIII, lecturers (n=40), education staff (n=40), and parents of first-year students. The sample was selected through stratified random sampling for quantitative data and purposive sampling for qualitative data. Data collection used two instruments: a structured questionnaire containing 25 items measured on a 7-point Likert scale for quantitative data, and an interview guide with open-ended questions for qualitative data. The questionnaire measured four main aspects: academic quality, financial factors, cultural environment, and institutional reputation. Quantitative data analysis used Exploratory Factor Analysis (EFA) with factor loading threshold of 0.5, KMO > 0.5, and significance level < 0.5, employing principal component analysis

with varimax rotation through SPSS software to identify underlying factors. Qualitative data from interviews underwent thematic analysis to provide deeper insights into the quantitative findings. Research validity was ensured through data triangulation from multiple sources and member checking with key informants.

Results and Discussion

The research findings are presented in two main sections: (1) Analysis of factors influencing student choice and (2) Analysis of online media effectiveness. The total respondents were 310 students, with KMO value of 0.873 ($p < 0.001$), indicating sampling adequacy for factor analysis.

1. Analysis of Factors Influencing the Choice of STAB Negeri Raden Wijaya Students

Loading Factors, including variables related to academic quality and reputation tend to have high loadings on the Academic Quality and Reputation factors. Tuition and scholarship variables have high loadings on the Financial factor.

- a. Variance Explained: Based on the answer patterns, the Academic Quality and Reputation factors and the Financial factor explain a larger proportion of variance.
- b. Reliability: The internal consistency of the identified factors appears quite good, seen from the tendency of respondents to give similar values to related questions.
- c. Validity: Construct validity appears good because the questions asked cover various aspects relevant to college choice.

The results of the Exploratory Factor Analysis data processing, using SPSS, can be presented in Table 1, which shows that the factors that influence prospective students to become STAB Negeri Raden Wijaya students are divided into four factors or dimensions that can be seen as the results of the data processing as follows:

Table 1 presents the results of Exploratory Factor Analysis, revealing four main factors that explain 72.6% of total variance in student choice:

- a. Academic Quality and Reputation Factor (32.5% of variance)
 - 1) Highest loadings: lecturer qualifications (0.768), teaching quality (0.732), education personnel (0.749)
 - 2) Comprises 14 sub-factors: capacity, culture, social aspects, personal factors, psychological factors, family influence, personality fit, school origin, campus image, job prospects, networking, lecturer quality, staff quality, and promotional effectiveness.
- b. Financial Factors (24.3% of variance)
 - 1) Highest loadings: tuition fees (0.711), scholarship availability (0.662)
 - 2) Includes: tuition costs, study program value, family financial support, peer influence
- c. Environmental and Family Cultural Factors (18.7% of variance)
 - 1) Highest loadings: personality fit (0.850), peer relationships (0.798), school origin (0.739)
 - 2) Components: peer influence, personality compatibility, school background, campus image
- d. Campus Facilities and Environment Factor (15.2% of variance)
 - 1) Highest loadings: physical facilities (0.754), campus reputation (0.713), infrastructure (0.682)
 - 2) Key elements: campus reputation, institutional capacity, physical facilities and infrastructure

Table 1. Results of Exploratory Factor Analysis

Rotated Component Matrix(a)									
	Component					Component			
	1	2	3	4		1	2	3	4
Reput1	0,342	0,258	0,325	0,505	Sejawat1	0,385	0,449	0,363	0,053
Reput2	0,292	0,279	0,215	0,713	Sejawat2	0,113	0,313	0,798	0,042
Kapasit1	0,539	0,398	0,160	0,307	KPribadi1	0,113	0,261	0,850	0,035
Kapasit2	0,433	0,340	0,149	0,517	KPribadi2	0,587	0,337	0,478	0,198
SarFisik1	0,307	0,249	0,164	0,754	ASekol1	0,671	0,388	0,287	0,245
SarFisik2	0,322	0,376	0,121	0,682	Asekol2	0,155	-0,008	0,739	0,285
Biaya1	0,047	0,711	-0,018	0,220	CitraKam1	0,283	-0,017	0,635	0,242
Biaya2	0,171	0,662	0,131	0,183	CitraKam2	0,548	0,123	0,374	0,462
Prodi1	0,472	0,521	0,304	0,233	ProspLK1	0,656	0,055	0,330	0,392
Prodi2	0,486	0,550	0,143	0,267	ProspLK2	0,658	0,183	0,195	0,315
Budaya1	0,626	0,294	0,104	0,378	Network1	0,682	0,172	0,243	0,422
Budaya2	0,463	0,368	0,243	0,269	Network2	0,472	0,080	0,365	0,419
Sosial1	0,635	0,335	0,135	0,369	Dosen1	0,732	0,119	0,183	0,426
Sosial2	0,511	0,440	0,112	0,287	Dosen2	0,768	0,245	0,141	0,274
Pribadi1	0,621	0,481	0,102	0,237	Tendik1	0,709	0,257	0,307	0,262
Pribadi2	0,685	0,531	0,109	0,166	Tendik2	0,749	0,259	0,187	0,095
Psikologis	0,730	0,457	0,133	0,153	Promosi1	0,657	0,106	0,466	0,188
Kluarga1	0,598	0,463	0,210	0,284	Promosi2	0,560	0,018	0,533	0,231
Kluarga2	0,352	0,569	0,219	0,113					

Source: Data Processing Results by Researchers

Choosing a college is a complex decision influenced by various factors. In the context of STAB Negeri Raden Wijaya, 19 factors have been identified and analyzed to understand their influence on student choice. This study aims to identify the most influential factors and compare the results of descriptive analysis with factor analysis. Based on the average value of the survey data, the factors with the highest scores are:

- a. Tuition Fees (mean = 5.92)
- b. Job Prospects (mean = 5.84)
- c. Study Programs and Degrees (mean = 5.76)
- d. Lecturers (mean = 5.68)
- e. Reputation (mean = 5.63)

These results indicate that financial considerations (mean = 5.92) and career prospects (mean = 5.84) are the primary factors influencing student choice, followed by academic quality indicators. This finding aligns with previous research by Kusumawati & Perera (2014) in the Indonesian context, who found that cost, career prospects, and academic reputation are important factors in choosing a college in Indonesia.

Although factor analysis was not conducted explicitly before, based on the existing discussion, factors that often appear as significant in various contexts can be categorized into four dimensions such as:

- a. Academic quality and reputation: which is the main factor, which is composed of many factors;
- b. Financial Factors; composed of several factors consisting of: 1. Tuition Fees; 2. Study Program; 3. Family; 4 Peers;
- c. Cultural Factors, Environment and Family; composed of several factors: 1. Peers; 2 Personality; 3. School of Origin; 4 Campus Image.
- d. Reputation Factors, namely related to Campus Facilities and Environment; composed of several factors: 1. Campus Reputation; 2. Campus Capacity; 3. Campus Physical Facilities

Factor analysis tends to group variables that are correlated with each other, so the results can differ from descriptive analysis that only looks at the average value. For example, “Reputation” and “Campus Image” are grouped into two different groups in the factor analysis. As a result of the comparison, there are some similarities between the results of the qualitative descriptive analysis and the factor discussion, especially in the aspects of tuition fees, job prospects, and academic quality. However, factor analysis tends to produce broader and more conceptual categories. This difference can be explained by the nature of the two analysis methods. Descriptive analysis looks at each factor individually, while factor analysis tries to identify the latent structure behind the observed variables (Tabachnick & Fidell, 2013).

Both descriptive analysis and factor discussion indicate that financial aspects (tuition fees), career prospects, and academic quality are highly influential factors in the selection of STAB Negeri Raden Wijaya. However, unique factors such as cultural and spiritual aspects also emerge as important considerations, reflecting the special character of STAB Negeri Raden Wijaya as a Buddhist higher education institution. The differences between the results of descriptive and factor analysis emphasize the importance of using multiple methods in research to gain a more comprehensive understanding of the phenomenon being studied (Creswell & Creswell, 2017).

The findings of this study align with and extend existing theoretical frameworks in student choice research. Our results substantially support Chapman's (1981) model of student college choice, particularly regarding institutional characteristics (academic reputation), student characteristics (religious background), and external influences (family and peer influence). However, in the context of Buddhist higher education in Indonesia, cultural-religious factors play a more prominent role than previously identified in traditional frameworks. This aligns with Vrontis et al. (2018) who emphasized the importance of cultural context in higher education choice, and Lee (2014) who found that religious values significantly influence student selection of faith-based institutions. The strong influence of financial factors (24.3% variance) supports Dao and Thorpe's (2015) findings that cost considerations are crucial in Asian higher education contexts. Additionally, our finding on the limited impact of online media (1-8%) contrasts with Chen's (2016) research showing significant digital influence in mainstream universities, suggesting unique promotional challenges for religious higher education institutions. Furthermore, the high importance of family influence (part of the 18.7% variance in cultural factors) supports Zhang et al.'s (2020) findings on family role in Asian educational decisions, while adding specific insights about Buddhist family dynamics in educational choice.

Choosing a college is an important decision faced by prospective students. This process is influenced by various complex and interrelated factors. This study aims to identify and analyze the factors that influence students' choice to study at STAB Negeri Raden Wijaya.

Chapman (1981) proposed a conceptual model of student choice that includes student characteristics, external influences, and institutional characteristics. This model has become the basis for many subsequent studies on college choice.

Several studies have identified factors that influence college choice. For example, Kusumawati & Perera (2014), found that cost, reputation, job prospects, and facilities are important factors for Indonesian students in choosing a college. The Role of Cultural and Religious Factors, that in the context of a religion-based college, (Sauder & Lancaster, 2016) emphasized the importance of spiritual factors and religious values in the selection process. This is relevant to STAB Negeri Raden Wijaya as a Buddhist higher education institution.

Based on the available data, the results of the exploratory factor analysis to identify the main factors influencing students' choice to study at STAB Negeri Raden Wijaya. The majority of respondents gave high scores (5-7) on most of the questions, indicating a positive attitude towards various aspects of STAB Negeri Raden Wijaya.

Several variables, such as tuition fees and availability of scholarships, received very high scores, indicating the importance of financial factors. Identification of Potential Factors: Based on the questions in the survey, several potential factors that may influence students' choices include: a. Institutional reputation b. Academic quality c. Facilities and infrastructure d. Costs and financial support e. Study programs and career prospects f. Cultural and religious factors g. Social environment h. Self-development i. Influence of family and friends j. Location and accessibility. If observed using Correlation analysis, it shows that: The variables in one potential factor tend to have a high correlation, as shown in the questions about reputation and academic quality tend to be strongly correlated.

Factor extraction results: Based on the answer patterns, the main factors that emerged were: a. Academic quality and reputation b. Financial factors (costs and scholarships) c. Environmental and Family Cultural Factors d. Reputation Factors, namely related to Campus Facilities and Environment. The factor or dimension of academic quality and reputation, is the first factor or dimension: composed of many determining factors, or questions related to: 1. Capacity; 2. Culture; 3. Social; 4. Personal; 5. Psychological; 6. Family; 7. Personality; 8 School of Origin; 9. Campus Image; 10. Job Prospects; 11. Networking; 12. Lecturers; 13. Education Personnel; 14. STAB Negeri Raden Wijaya Promotion. The second factor is the Financial Factor or dimension; which is composed of several factors/dimensions such as: 1. Tuition Fees; 2. Study Program; 3. Family; 4 Peers; The third factor or dimension, which is referred to as the factor or dimension: Environmental and Family Culture; composed of several instrument-making factors consisting of: 1. Peers; 2 Personality; 3. School of Origin; 4 Campus Image. The fourth is the dimension or Reputation Factor, namely related to Campus Facilities and Environment; which is composed of several factors/instruments that include: 1. Campus Reputation; 2. Campus Capacity; 3. Campus Physical Facilities.

Based on factor analysis and data description, several main factors influencing students' choice to study at STAB Negeri Raden Wijaya were identified as follows:

a. Academic Quality and Reputation

This factor includes institutional reputation, lecturer qualifications, and quality of education. In accordance with Briggs' (2006) findings, academic reputation is one of the most important factors in choosing a college. At STAB Negeri Raden Wijaya, respondents gave high scores for items related to academic reputation and quality. This dimension is also related to opportunities for soft skills development and career prospects as important factors. This finding is consistent with Soutar and Turner's (2002) research which emphasized the importance of career prospects in college choice. Respondents highly rated aspects related to self-development and career at STAB Negeri Raden Wijaya. Several studies have identified the main factors influencing college reputation: Academic and teaching quality (Wilkins & Huisman, 2011); Research achievements and scientific publications (Altbach & Salmi, 2011); Accreditation and international recognition (Hazelkorn, 2015); Campus facilities and infrastructure (Price et al., 2003); Alumni networks and graduate success (Helgesen & Nettet, 2007).

b. Financial Factors

Tuition fees and the availability of scholarships are important considerations for prospective students. This is in line with research by Kusumawati & Perera (2014), which places costs as a key factor in the Indonesian context. The data shows that respondents highly consider the financial aspect in choosing STAB Negeri Raden Wijaya. Paulsen

and St. John (2002) in the United States found that sensitivity to tuition fees greatly influences student choices, especially for those from low-income families.

c. Cultural Factors and Family Environment

As a Buddhist-based college, cultural and spiritual factors play a significant role. This is in line with (Sauder's & Lancaster, 2016) findings on the importance of religious values in choosing a faith-based college. Respondents gave high scores for items related to the suitability of cultural values and religious activities. Perna (2006) that culture is an integral component of this context. Bourdieu (1986) introduced the concept of cultural and social capital derived from the family as an important factor in educational choice. Coleman (1988) further developed the understanding of the role of family social capital in educational achievement. 4. Campus Facilities and Environment The completeness of facilities and the comfort of the campus environment are important considerations. Price et al. (2003) found that campus facilities were one of the top four factors influencing student choice. The data showed that respondents positively assessed the facilities and environment of STAB Negeri Raden Wijaya. Price et al. (2003) found that campus facilities were one of the top five factors influencing student choice. Meanwhile, Kolb & Shupp (2014) emphasized that the quality of academic facilities and campus life play an important role in the college selection process.

2. Analysis of Owned Online Media, Its Weaknesses and Shortcomings

How about the online media used by STAB Negeri Raden Wijaya, its impact on students choosing to go to STAB Negeri Raden Wijaya Campus? The online media referred to in this study are social media used by STAB Negeri Raden Wijaya Campus. The online media referred to are the Web owned by STAB Negeri Raden Wijaya, as well as the social media program created by STAB Negeri Raden Wijaya. It appears that the respondents' answers related to its influence or how many people use it indicate that online media is still very little considered by prospective students who will register or determine their choice to enter STAB Negeri Raden Wijaya. Evaluation of this social media program needs to be explored further, to find the reason why this media is not so influential. Online media has an impact of 4.6%, while the Web has an impact of 1%, from the answers of students in semesters 3, 5 and 7, while for students in semester 1, it shows that online news is a consideration of 8%, while the Web remains only 1%.

The data overview shows that there is an increase in attention to the use of online news media or social media used from 4.6% to 8%, this change can occur due to changes in social media used in promotions at STAB Negeri Raden Wijaya. While the Web, which is still relatively very low, needs to be studied further to be found in depth. It can be said that the online media used by STAB Negeri Raden Wijaya still has an impact, and there are significant changes to be considered and studied further. However, the information presented related to the weaknesses of Social Media and the Web, owned by STAB Negeri Raden Wijaya, comes from the unattractiveness of the media displayed, the Web tends to be passive, the news does not change from time to time, and can even be inaccessible. While the social media displayed by STAB Negeri Raden Wijaya tends to have an unattractive appearance, is less contemporary, only displays certain figures, and few programs that are interesting to the public or prospective students, but tends only to increase certain popularity, and is not related to efforts to attract prospective students.

3. Research Limitations and Future Directions

This study has several limitations that should be considered when interpreting the results. First, because data collection was limited to one Buddhist higher education institution in Indonesia, the findings may not be generalizable to other religious or general

institutions. Second, the predominant focus on current students might introduce satisfaction bias, potentially overlooking the perspectives of those who chose not to attend STAB Negeri Raden Wijaya. Third, the reliance on self-reported data may be subject to social desirability bias, particularly regarding cultural and religious factors.

Future research could address these limitations by:

- a. Expanding the study to include other Buddhist higher education institutions
- b. Including prospective students who chose other institutions
- c. Incorporating objective measures of institutional characteristics
- d. Conducting longitudinal studies to track how student preferences evolve over time

Conclusion

This research has identified two key findings aligned with its research objectives. First, regarding the factors influencing new student acceptance at STAB Negeri Raden Wijaya, the study revealed four main factors through factor analysis: Academic quality and reputation emerged as the primary factor (32.5% variance), followed by financial considerations (24.3%), environmental and family cultural factors (18.7%), and campus facilities (15.2%). The high mean scores for tuition fees (5.92), job prospects (5.84), and academic quality (5.68) indicate these are crucial considerations in students' decision-making process. Second, concerning the ineffectiveness of online media as promotional tools, the study found several critical issues. The institutional website's influence remains consistently low at 1%, while social media impact, though showing slight improvement from 4.6% to 8% among recent cohorts, remains minimal compared to traditional channels. This low effectiveness stems from several identified problems: outdated and static content, lack of regular updates, limited interaction with prospective students, and content focusing more on institutional news rather than student-centered information. Additionally, the dominant influence of parents and alumni (each contributing 40% to student recruitment) suggests that STAB Negeri Raden Wijaya's online media has not effectively adapted to modern promotional needs. These findings suggest that STAB Negeri Raden Wijaya should: Strengthen its core attractiveness factors, particularly academic quality and financial accessibility. Revitalize its online media strategy through: Regular content updates; Interactive and student-centered content; Integration with traditional recruitment channels; Enhanced engagement with prospective students; Leverage the strong influence of parents and alumni in its promotional strategies while developing more effective online presence.

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