
THE EFFECT OF SERVQUAL, SOCIAL MEDIA MARKETING, AND FACILITIES ON INTEREST IN ADMISSION AT PRIVATE ISLAMIC UNIVERSITY OF JEMBER THROUGH BRAND RELIGIOSITY IMAGE AS AN INTERVENING VARIABLE

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Abstract

The main objective of this study is to analyze the influence of service quality, social media marketing, and facilities on students' interest in registering with brand religiosity as an intervening variable. This study adopted a quantitative approach with a numerical method using the Partial Least Square (PLS) technique with WarpPLS 8.0 software. The population used in this study were active students of private universities in Jember Regency, with a total sample of 250 respondents, selected using non-probability sampling. Information was collected through a Likert scale survey and examined through validity and reliability checks, as well as structural model testing. The results showed that Servqual, Social Media Marketing, and Facilities influenced Interest in Registering and Brand Religiosity. Brand Religiosity has a positive and significant influence on Interest in Registering. However, Servqual, media marketing, and facilities have a positive and significant indirect effect on the Interest in registering through Brand Religiosity.

Keywords: Servqual, Social Media Marketing, Facilities, Interest in Registering, Brand Religiosity

INTRODUCTION

Higher education is currently undergoing a major transformation due to globalization, technological advancements, and increasing public demand for quality education. In Indonesia, particularly at Private Universities (PTS), there has been significant dynamics in new student admission trends. According to data from the Ministry of Education and Culture (Kemdikbud, 2023), only around 33% of high school (SMA/SMK) graduates choose to continue their education at a private university, with the majority choosing state universities (PTN). According to data from the Ministry of Higher Education, Science, and Technology, there was a decline in private university applicants from 2019 to 2023. This phenomenon indicates problems caused by the impact of COVID-19, a weakening economy, and the increasing number of independent state universities (PTN), which have impacted the image of private universities.

The quality of educational services is a fundamental element in shaping students' positive perceptions of higher education institutions. Excellent service, such as ease of administrative processes, friendly staff, and accessibility to lecturers and teaching materials, both in person and online, plays a significant role in fostering student satisfaction, loyalty, and motivation to learn. (Kango et al., 2021) emphasize that improved service directly impacts students' decisions to continue their studies or even recommend an institution to others.

On the other hand, the development of social media has brought about significant changes in the way educational institutions communicate and market. Digital platforms like Instagram, TikTok, and YouTube are no longer merely entertainment platforms, but have become strategic tools for building an institutional image that is responsive, modern, and relevant to the younger generation. Ardinata et al. (2023) emphasized that consistent and high-quality social media campaigns can shape positive perceptions and increase student interest in choosing a particular university.

The facilities an educational institution possesses are also important indicators in assessing the quality and attractiveness of a campus. Well-equipped laboratories, easily accessible digital libraries, and student-supporting facilities such as sports centers and creative spaces are alluring features for prospective students. A study by Bura et al. (2025) showed that increased investment in educational infrastructure is directly proportional to the increase in the number of new enrollees, as students tend to choose environments that support their academic and non-academic activities.

Brand religiosity, or an institution's religious image, is an important differential value, especially among students who uphold spiritual values. In the context of Islamic-based private universities, institutional religiosity can enhance students' emotional attachment to the campus. (Norazlan et al., 2020) stated that internalization of religious values can create a sense of belonging and pride.

Interest in enrolling is the result of an interaction between external and internal factors within students. When the campus environment provides adequate support through quality services, comprehensive facilities, and effective communication through social media, students' tendency to actively engage in the learning process increases.

Various previous studies have examined the influence of service quality, social media, and facilities on the decision to choose a university. However, few studies have

explicitly included brand religiosity as a mediating variable in the relationship between these factors and student enrollment intention. Fitri (2025) , for example, focused more on marketing and branding aspects without exploring the role of religious values in influencing learning motivation in depth. However, she failed to explain how religiosity can bridge the relationship between service quality and enrollment intention, how social media marketing can influence enrollment intention, and how facilities can influence enrollment intention at private universities.

Similar issues are also encountered in local contexts such as Jember. Private universities in this region face significant challenges in increasing their competitiveness due to the limited digitalization of services, the underutilization of social media as a communication channel, and inadequate physical facilities. Furthermore, few private universities are able to develop a religious identity as a distinctive strength.

Practically, the results of this study are expected to provide a basis for consideration regarding the factors influencing enrollment interest. The findings can be used to improve service quality, strengthen the institution's religious image, and optimize the use of social media and facility development to increase student competitiveness and enrollment interest.

Considering these dynamics, the main objective of this study is to analyze the influence of service quality, social media marketing, and facilities on student enrollment intention, with brand religiosity as an intervening variable . The results of this study are expected to provide tangible contributions, both academically and practically, to the development of service and marketing strategies for higher education institutions, particularly in the Jember area.

REVIEW OF LITERATURE

Quality of Service

Service quality is the overall evaluation of a service's functionality, both in terms of technical and functional quality. Another definition, according to Kotler (2021), is that service quality is a consumer's assessment of the level of service received compared to expectations. If the service received meets or exceeds expectations, the service quality is perceived as good and satisfactory (Kotler, 2021) . Research conducted by Koesharijadi (2020) states that service quality serves as an attraction for customers after evaluating customer expectations. This is also in line with research conducted by Fitrianti & Sonani (2022) , which states that service quality can influence market share and company profitability in the service industry. The statements from these two studies also apply to the world of education because the quality of educational services will significantly influence student perceptions and satisfaction, which ultimately can influence interest in enrolling.

Social Media Marketing

According to Irwanto et al., (2024) , social media is defined as a hybrid element of the promotional mix because, in the traditional sense, social media allows companies to communicate with their customers. Meanwhile, in a non-traditional sense, social media allows customers to communicate with each other. A significant transformation in the world of marketing through the use of social media. This describes how social media has changed the way companies and consumers communicate, as well as between consumers, creating a phenomenon known as deeper and more influential consumer-to-consumer communication (Hodøl, 2021) .

Facility

According to (Marhamah et al. 2021) learning facilities or resources are equipment and supplies that are directly used to support the teaching and learning process such as buildings, classrooms, tables, chairs, and learning media tools. While another meaning of learning facilities is the tools and instruments that are required to be present with the aim of ensuring that learning activities run smoothly and achieve the expected results (Febriyanti et al., 2024) . *Facilities are facilities and infrastructure that must be available to facilitate educational activities* (Frameiliada et al., 2023) . Learning facilities include all facilities needed in the teaching and learning process, both mobile and non-mobile, so that the achievement of educational goals can run smoothly, regularly, effectively, and efficiently so that students can achieve optimal learning outcomes (Marhamah et al., 2021) . The more universities facilitate students by providing facilities that make their experience conducive and help them in acquiring the necessary skills and abilities, the greater the student satisfaction (Khurshid & Arshad, 2012) .

Interest in Registering

Farhan et al., (2023) stated that interest is a strong tendency within an individual towards a particular object or activity accompanied by feelings of liking. In the realm of higher education, interest in enrolling reflects an individual's desire to continue their studies at a university based on their perceptions, experiences, and previously obtained information. This interest is also influenced by various factors such as perceptions of service quality, promotional activities, price, and the image of the educational institution (Ahyar, 2024) .

Brand Religiosity

Brand religiosity image is a concept built to adapt to the environment or personality of customers in Islamic marketing (Idris et al., 2020) . Meanwhile , Alfani et al., 2024, argue that brand religiosity is a symbol, belief system, value system, and institutionalized behavioral system, all centered on issues perceived as most meaningful. From the two understandings of brand religiosity above, it can be concluded that brand religiosity is a brand image that reflects religious values and is tailored to the environment, personality, and beliefs of consumers, especially in the context of Islamic marketing.

RESEARCH METHOD

This research is a quantitative research, utilizing the Partial Least Square (PLS) technique through WarpPLS 8.0 software . The population used in this study were active students of private universities in Jember Regency, with a total sample of 250 respondents, selected using non-probability sampling. Information was collected through a Likert scale survey and examined through validity and reliability checks, as well as structural model testing.

RESULTS AND DISCUSSION

Research Results

The process of hypothesis testing relies on the findings from the PLS SEM model assessment, which includes all the variables that support the hypothesis examination. In the PLS model, when competency variables are included as mediating factors, it is clarified that these additional variables will enhance the understanding of employee performance.

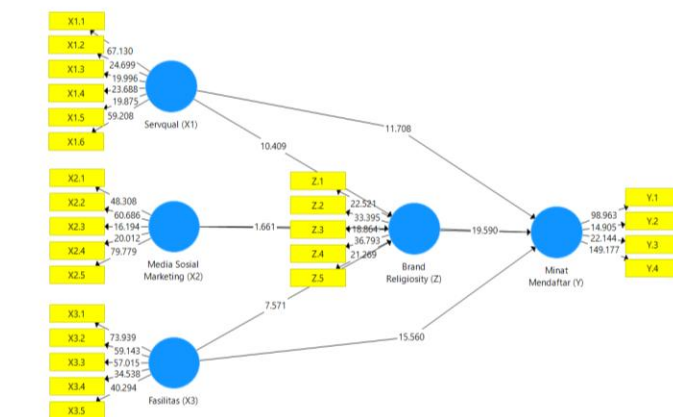


Figure 1. Path Analysis Results

Calculation of the Direct Influence Path Coefficient

Table 1.

Direct Influence Path Coefficient Values

Hypothesis	Path Coefficient	P Values	Information
(X1) -> (Y)	11,708	0,000	Significant
(X2) -> (Y)	18,864	0,000	Significant
(X3) -> (Y)	15,560	0,000	Significant
(X1) -> (Z)	10,409	0,000	Significant
(X2) -> (Z)	4,661	0,001	Significant
(X3) -> (Z)	7,571	0,000	Significant
(Z) -> (Y)	19,590	0,000	Significant

Based on the table above, **Servqual (X1)** has a significant effect on **Interest in Registering (Y)** with a path coefficient value of **11.708** and a *p-value* of **0.000**. **Social Media Marketing (X2)** also has a significant effect on **Interest in Registering (Y)** with a path coefficient value of **18.864** and *p-values* of **0.000**. **Facilities (X3)** on **Interest in Registering (Y)** obtained a path coefficient value of **15.560** with *p-values* of **0.000**, which means the effect is significant.

Servqual (X1) has a significant effect on **Brand Religiosity (Z)** with a path coefficient value of **10.409** and a *p-value* of **0.000**. **Social Media Marketing (X2)** on **Brand Religiosity (Z)** was also declared significant with a path coefficient value of **4.661** and *p-values* **0.001**. **Facilities (X3)** have a significant effect on **Brand Religiosity (Z)** with a path coefficient value of **7.571** and *p-values* **0.000**. **Brand Religiosity (Z)** has a significant influence on **Interest in Registering (Y)** with a path coefficient value of **19.590** and *p-values* **0,000**.

Indirect Influence Path Coefficient Calculation

Table 2.

Indirect Influence Path Coefficient Values

Hypothesis	Path Coefficient	P Values	Information
(X1) -> (Z) -> (Y)	11,519	0,000	Significant

(X2) -> (Z) -> (Y)	3,740	0.001	Significant
(X3) -> (Z) -> (Y)	6,634	0,000	Significant

Based on the table above, **Servqual (X1) has an indirect effect on Interest in Registering (Y) through Brand Religiosity (Z)** with a path coefficient value of **11.519** and *p-values* of **0.000**.

Social Media Marketing (X2) has an indirect effect on Interest in Registering (Y) through Brand Religiosity (Z), with a path coefficient value of **3.740** and *p-values* of **0.001**.

In testing the indirect influence of **Facilities (X3) on Interest in Registering (Y) through Brand Religiosity (Z)**, a path coefficient value of **6.634** was obtained with a *p-value* of **0.000**, which means it is significant.

Coefficient of Determination

Table 3
Coefficient of Determination

Variables	R Square	Adjusted R Square
Brand Religiosity (Z)	0.964	0.964
Interest in Registering (Y)	0.985	0.985

R-square value for the **Brand Religiosity (Z) variable** is **0.964**, with the same *adjusted R-square value*, namely **0.964**. This indicates that **96.4%** of the variation in the *brand religiosity variable* can be explained by the independent variables influencing it in the research model. Meanwhile, the remaining **3.6%** is explained by other factors outside the model that were not examined.

Furthermore, the *R-square value* for the **Interest in Enrollment variable (Y)** was **0.985**, with an *adjusted R-square value* also of **0.985**. This finding indicates that **98.5%** of the variation in student interest in enrollment can be explained by the independent variables in the model, while the remaining **1.5%** is influenced by other variables outside the study.

The influence of SERVQUAL on interest in registering

The results of the study show that **Servqual (X1) has a significant effect on Interest in Registering (Y)** with a path coefficient of **11.708** and a *p-value* of **0.000**. This finding indicates that the better the service quality perceived by students, the higher their interest in enrolling in that university. Service quality in education has a significant influence on student enrollment interest (Gallifa & Batallé, 2020). Previous research has suggested that good service quality, as measured by the five dimensions of SERVQUAL, such as tangibles, reliability, responsiveness, assurance, and empathy, can create positive student perceptions of educational institutions. The formulation of the hypothesis in this study also refers to the results of previous research conducted by (Gallifa & Batallé, 2020). With the research results, the SERVQUAL variable has a significant influence on the variable of interest in registration.

The Influence of Social Media Marketing on Interest in Registering

The results of the study show that **Social Media Marketing (X2) also has a significant effect on Interest in Enrollment (Y)** with a path coefficient value of **18.864** and *p-values* of **0.000**. This indicates that marketing strategies through social media have an important role in shaping prospective students' interest in choosing a university. Social media marketing influences interest in enrollment (Febiyanti et al., 2024). The formulation of the hypothesis in this study also refers to the results of previous research conducted by (Febiyanti et al.,

2024). With the research results, the social media marketing variable has a significant influence on the variable of interest in registration.

The Influence of Facilities on Interest in Registering

The results of the study show that **Facilities (X3) have a significant effect on Interest in Registering (Y)**, with a path coefficient value of **15.560**, with *p-values* **0.000**. This finding indicates that the completeness and quality of campus facilities are one of the determining factors in increasing student interest in enrolling. According to Bura et al., (2025), adequate facilities, such as comfortable classrooms, complete laboratories, and adequate libraries, are believed to be able to create a conducive learning environment, thereby increasing student motivation, attention, and engagement in the learning process. The formulation of the hypothesis in this study also refers to the results of previous research conducted by Bura et al., (2025). With the research results, the facility variable has a significant influence on the variable of interest in registration.

The Influence of SERVQUAL on Brand Religiosity

The test results show that **Servqual (X1) has a positive and significant effect on Brand Religiosity (Z)** with a path coefficient of **10.409** and a *p-value* of **0.000**. These findings indicate that the quality of service provided by universities plays a significant role in shaping students' perceptions of the institution's religious image. Services that reflect the values of honesty, empathy, responsibility, and fairness not only increase satisfaction but also strengthen perceptions of campus religiosity.

The findings of this study are in line with the results of research conducted by (Abror et al., 2023). The research findings show that service quality variables significantly influence the moderating role of Islamic religiosity in Islamic-based tourism. Thus, these research findings reinforce the view that service quality impacts not only functional aspects but also serves as a means of internalizing religious values that shape the brand image of educational institutions.

The Influence of Social Media Marketing on Brand Religiosity

The analysis results show that **Social Media Marketing (X2) has a positive and significant effect on Brand Religiosity (Z)** with a path coefficient value of **4.661** and *p-values* of **0.001**. These findings indicate that marketing activities through social media are able to shape and strengthen the religious image of higher education through content, narratives, and digital interactions delivered to the audience.

These results align with research conducted by Rahmawaty & Fitri (2021), which showed that social media marketing significantly influences consumer behavior in a religious context. This research hypothesis can also be formulated in the context of higher education. Thus, social media serves not only as a promotional tool but also as a strategic medium for sustainably building the religious identity and image of higher education institutions.

The Influence of Facilities on Brand Religiosity

The test results show that **Facilities (X3) have a positive and significant effect on Brand Religiosity (Z)** with a path coefficient value of **7.571** and a *p-value* of **0.000**. These findings indicate that the availability and quality of campus facilities, particularly those that support religious activities, play a role in shaping students' perceptions of the institution's religious image.

Facilities are the means and infrastructure that must be available to facilitate educational activities (Frameiliada et al., 2023). This finding aligns with research

conducted by Jeaheng et al., (2020). Research findings show that the facility variable has a significant influence on brand religiosity. Thus, campus facilities are perceived not only as academic support but also as a symbol of the institution's commitment to concretely implementing religious values.

The Influence of Brand Religiosity on Interest in Registering

The test results show that **Brand Religiosity (Z) has a positive and significant influence on Interest in Enrolling (Y)** with a path coefficient value of **19.590** and *p-values* of **0.000**. The high coefficient value indicates that the campus's religious image is a very dominant factor in influencing students' decisions to enroll. This finding is in line with research conducted by Sada et al., (2024), which shows that brand religiosity has a significant influence on interest in continuing education in Islamic-based high schools. This can also be formulated as a research hypothesis in the context of higher education.

Thus, brand religiosity plays a strategic role that not only differentiates an institution from competitors but also becomes an emotional and value-based factor in students' decision-making processes.

The Influence of SERVQUAL on Interest in Registering through Brand Religiosity

The test results show that **Servqual (X1) has a positive and significant indirect effect on Enrollment Interest (Y) through Brand Religiosity (Z)**, with a path coefficient value of **11.519** and *p-values* of **0.000**. This finding indicates that the quality of campus services not only has a direct impact on increasing student enrollment interest but also plays a role in shaping the institution's religious perception, which further strengthens that interest.

This finding aligns with research by **Hassan et al. (2021)**, which states that value-based service quality has an indirect influence on *behavioral intention* through brand image and trust. Furthermore, **Abdullah & Aziz (2022)**, in the context of religious-based higher education, found that *religious brand image* mediated the relationship between service quality and intention to choose an institution. Therefore, this study strengthens empirical evidence that quality service consistent with religious values can increase institutional attractiveness by creating a strong religious image.

The Influence of Social Media Marketing on Interest in Registering through Brand Religiosity

The results of the analysis show that **Social Media Marketing (X2) has a significant indirect effect on Interest in Registering (Y) through Brand Religiosity (Z)**, with a path coefficient of **3.740** and a *p-value* of **0.001**. These findings indicate that social media marketing strategies not only have a direct impact on enrollment interest but also primarily shape students' perceptions of the university's religious image.

These findings align with research by **Yusuf & Rahman (2021)**, which states that communicating religious values through social media significantly influences the formation of a religious brand image. Another study by **Khan et al. (2023)** also found that religious content on social media increases trust and *brand credibility*, which in turn impacts audience behavioral intentions. Therefore, the results of this study confirm that the effectiveness of social media marketing in the context of values-based higher education is highly dependent on its ability to build the institution's religious image.

The Influence of Facilities on Interest in Registering via Brand Religiosity

The test results show that **Facilities (X3) have a positive and significant indirect effect on Interest in Registering (Y) through Brand Religiosity (Z)**, with a path coefficient

value of **6.634**, and *p-values* of **0.000**. These findings indicate that adequate campus facilities, particularly those that support religious activities, not only increase student comfort but also strengthen perceptions of the institution's religious image.

These findings align with research by **Rahman & Putri (2022)**, which states that religious support facilities contribute significantly to the formation of a university's religious image. Furthermore, **Alserhan & Eid (2021)** emphasize that *physical evidence* is a crucial element in building *a religious brand identity*, which subsequently influences the behavioral intentions of consumers or service users. Therefore, the results of this study strengthen empirical evidence that campus facilities play a strategic role in increasing enrollment interest through the formation of a religious image.

CONCLUSION

Based on the results of the data analysis and discussion that have been carried out, it can be concluded that **Servqual, Social Media Marketing, and Facilities have an influence on Interest in Registering and Brand Religiosity. Brand Religiosity has a positive and significant influence on Interest in Registering.** However, **Servqual, media marketing, and facilities have a positive and significant indirect effect on Registration Interest through Brand Religiosity**

Overall, further research is expected to optimize the composition of respondents to be more proportional and diverse, so that the research results obtained are more accurate, representative, and have stronger generalizability.

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