Journal of Islamic Education Students
Website: http://ecampus.iainbatusangkar.ac.id/ojs/index.php/jies
Email: jies@iainbatusangkar.ac.id
Volume 6 Nomor 1 (2026) Pages 99-109
Faculty of Education and Teacher Training
State Institute for Islamic Studies Batusangkar

New Student Admission System: The Influence of Website Usage on Customer Satisfaction

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DOI: 10.31958/jies.v6i1.16697

Article info

Article History
Recieved:
25/02/2026
Revised:
02/03/2026
Accepted:
05/04 2026

✉
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Abstract

The digitalization of educational services encourages schools to implement web-based New Student Admission Systems to improve service quality and customer satisfaction. This study aimed to examine the effect of the web-based PSB Online admission system on customer satisfaction at MA Jabal Nur Kandis and to identify implementation challenges. A quantitative correlational design was employed involving 31 tenth-grade students as respondents. Data were collected through questionnaires and documentation and analyzed using percentage analysis and simple regression. The results showed that the implementation level of the web-based admission system reached 74.49%, while customer satisfaction reached 93.87%. The correlation test indicated a positive relationship between the web-based admission system and customer satisfaction ($r = 0.428 > 0.355$ at the 5% significance level), with a coefficient of determination (R^2) of 0.7814, meaning that 78.14% of customer satisfaction was influenced by the system. These findings suggest that better implementation of the web-based admission system leads to higher customer satisfaction. However, the study was limited to a small sample size and a single institution; therefore, future research should involve broader samples and additional relevant variables.

Keywords: *Student Admission, Online Website, Customer Satisfaction*

Abstrak

Digitalisasi layanan pendidikan mendorong sekolah menerapkan Sistem Penerimaan Peserta Didik Baru (PPDB) berbasis website untuk meningkatkan kualitas layanan dan kepuasan pelanggan. Penelitian ini bertujuan menganalisis pengaruh sistem PPDB berbasis Website PSB Online terhadap kepuasan pelanggan di MA Jabal Nur Kandis serta mengidentifikasi kendala implementasinya. Penelitian ini menggunakan desain korelasional kuantitatif dengan melibatkan 31 siswa kelas X sebagai responden. Data dikumpulkan melalui angket dan dokumentasi, kemudian dianalisis menggunakan persentase dan regresi sederhana. Hasil penelitian menunjukkan bahwa tingkat penerapan sistem PPDB berbasis web mencapai 74,49% dan tingkat kepuasan pelanggan sebesar 93,87%. Uji korelasi menunjukkan adanya hubungan positif antara sistem PPDB berbasis web dan kepuasan pelanggan ($r = 0,428 > 0,355$ pada taraf signifikansi 5%), dengan koefisien determinasi (R^2) sebesar 0,7814 yang berarti 78,14% kepuasan pelanggan dipengaruhi oleh sistem tersebut. Dengan demikian, semakin optimal penerapan sistem PPDB berbasis web, semakin tinggi tingkat kepuasan pelanggan. Penelitian ini terbatas pada jumlah responden yang relatif kecil dan hanya dilakukan pada satu lembaga, sehingga penelitian selanjutnya disarankan melibatkan sampel yang lebih luas serta menambahkan variabel lain yang relevan.

Kata Kunci: *Student Admission, Online Website, Customer Satisfaction*

DOI: 10.31958/jies.v6i1.16697

INTRODUCTION

The utilization of information technology in education has grown rapidly in response to increasing demands for fast, transparent, and efficient services. Digital transformation in educational management is no longer optional but has become a strategic necessity for institutional sustainability and competitiveness (Nuzleha, 2023; Suryadi & Santoso, 2022). One significant implementation of this transformation is the web-based New Student Admission System (PPDB), commonly referred to as PSB Online. This system is designed to facilitate the processes of registration, selection, and announcement of results through an online platform, thereby reducing reliance on time-consuming and labor-intensive manual procedures (Endang, 2021; Solusi, 2019). The integration of digital systems into school administration is expected to enhance service quality, transparency, and institutional accountability while improving user experience and public trust (Amru, 2020; Hidayat & Kurniawan, 2021).

Madrasah Aliyah Jabal Nur Kandis is one of the Islamic educational institutions that has implemented the PPDB system through the PSB Online website. Through this platform, prospective students are able to complete the registration process electronically via the school's official website, which increases efficiency and accessibility. Online admission systems are widely recognized as instruments for improving administrative performance and service responsiveness in educational institutions (Rahmawati & Pratama, 2023; Tukino, 2020). However, the implementation of this system has not yet been fully optimal. Several challenges remain, including limited internet connectivity, insufficient technological literacy among parents and prospective students, and inadequate socialization of the system. These issues have created technical obstacles that affect the smooth execution of the admission process. Research indicates that digital literacy and infrastructure readiness significantly influence the effectiveness of web-based public services (Setiawan et al., 2022; Widiyanto, 2021). Even temporary disruptions may shape users' perceptions and satisfaction levels, particularly when services are expected to operate in real time.

Preliminary observations conducted on March 20, 2024, revealed several practical concerns, including limited communication and socialization between the institution and its customers, slow internet connectivity affecting real-time operations, students' anxiety regarding potential errors during document uploads, frequent inquiries from parents seeking assistance with registration procedures, limited digital literacy among some users, and high web traffic during peak registration periods leading to slow response times or potential server instability. These findings align with recent studies emphasizing that system usability, accessibility, and communication quality are key determinants of user satisfaction in digital educational services (Maulana & Farlina, 2021; Prabowo & Lestari, 2022). Therefore, evaluating the effectiveness of the PPDB system becomes essential not only from a technological perspective but also from a service management standpoint.

Previous studies reinforce the urgency of examining this issue. Purnama (2024) investigated the influence of online PPDB services on student satisfaction at MAN 3

DOI: 10.31958/jies.v6i1.16697

Pekanbaru but focused primarily on service aspects rather than the technological system as a whole. Ria Risma (2020) employed the Webqual 4.0 method to analyze the quality of a PPDB website at SMA Negeri 2 Jambi; however, the study did not comprehensively address systemic factors or overall user satisfaction. Similarly, Lilyani et al. (2019) emphasized website quality dimensions without examining the integrated PPDB system as a managerial and technological process. More recent research also tends to separate system quality from user satisfaction variables rather than examining them as an integrated framework (Sari & Nugroho, 2023; Utami et al., 2022). These studies indicate that existing research often isolates service quality or website performance rather than analyzing the web-based admission system as a comprehensive institutional mechanism.

Therefore, a research gap remains in understanding the holistic relationship between a web-based PPDB system and customer satisfaction, particularly within the context of Islamic educational institutions. The novelty of this study lies in its approach to conceptualizing the PSB Online-based PPDB system as an integrated variable that encompasses technological functionality, managerial processes, service responsiveness, and user interaction, and in examining its direct influence on customer satisfaction. By focusing on an Islamic senior secondary institution, this study also contributes contextual insight into digital transformation within faith-based educational environments, which remains underexplored in previous literature (Rahman & Azhar, 2021; Suryadi & Santoso, 2022).

Based on these considerations, this study aims to examine the implementation of the PPDB system using the PSB Online website at MA Jabal Nur Kandis, to measure the level of customer satisfaction with the system, and to analyze the effect of the web-based PPDB system on customer satisfaction. Through this investigation, the study seeks to provide empirical evidence regarding the effectiveness of digital admission systems in enhancing user satisfaction and institutional service quality.

METHODS

Research Design

This study employed a quantitative approach with a correlational research design to examine the relationship between two variables: the web-based New Student Admission System (PPDB) using the PSB Online website (independent variable/X) and customer satisfaction (dependent variable/Y). The correlational design was selected because it aligns with the objective of determining the effect of the web-based admission system on the satisfaction level of educational service users at Madrasah Aliyah Jabal Nur Kandis.

Population and Sample

The population of this study consisted of all tenth-grade students of Madrasah Aliyah Jabal Nur Kandis in the 2024/2025 academic year, totaling 31 students. Given the relatively small population size, total sampling was applied, meaning that the entire

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population was used as the research sample (Sugiyono, as cited in Malik, 2024). The distribution of the population is presented in Table 1.

Table 1. Population Distribution

No	Class	Number of Students
1	XI Social Science	15
2	XI Natural Science	16
	Total	**31**

Data Collection Techniques

Data were collected through questionnaires and documentation. The questionnaire was designed as a closed-ended instrument using a five-point Likert scale consisting of very satisfied (5), satisfied (4), moderately satisfied (3), less satisfied (2), and not satisfied (1). The questionnaire items were developed based on indicators of both variables, including ease of access, clarity of information, service speed, data security, as well as system comfort and transparency. Prior to data collection, the instrument was tested for validity and reliability using SPSS version 25 to ensure accuracy and consistency of measurement.

Data Analysis Techniques

Data analysis was conducted in two stages: descriptive and inferential analysis. Descriptive analysis was used to determine the percentage levels of implementation of the web-based PPDB system and customer satisfaction. Inferential analysis employed simple linear regression to examine the effect of the independent variable on the dependent variable. In addition, classical assumption tests were performed, including the Kolmogorov–Smirnov normality test and a linearity test, to ensure that the data met the required assumptions for regression analysis.

RESULTS AND DISCUSSION

Results

This study was conducted at Madrasah Aliyah Jabal Nur Kandis involving 31 tenth-grade students in the 2024/2025 academic year. Data were collected through questionnaires, observation, and documentation using two variables: the web-based New Student Admission System (PPDB) using the PSB Online website as the independent variable (X) and customer satisfaction as the dependent variable (Y). The recapitulation of questionnaire data for Variable X (Web-Based PPDB System) is presented in Table 2.

Table 2. Description of Variable X Questionnaire Data

No Item	Not Satisfied		Less Satisfied		Moderate Satisfied		Satisfied		Very Satisfied		%	
	F	%	F	%	F	%	F	%	F	%	F	%
1	1	3,2	2	6,5	11	22,6	12	38,7	5	16,1	31	100%

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2	0	0	3	9,7	11	35,5	12	38,7	5	16,1	31	100%
3	0	0	2	6,5	9	29,0	15	48,4	5	16,1	31	100%
4	1	3,2	2	6,5	15	48,4	6	19,4	7	22,6	31	100%
5	1	3,2	3	9,7	7	22,6	13	41,9	7	22,6	31	100%
6	2	6,5	2	6,5	10	32,3	11	35,5	6	19,4	31	100%
7	0	0	3	9,7	10	32,3	11	35,5	7	22,6	31	100%
8	0	0	2	6,5	7	22,6	15	48,4	7	22,6	31	100%
9	0	0	1	3,2	11	35,5	15	48,4	4	12,9	31	100%
10	1	3,2	1	3,2	11	35,5	11	35,5	7	22,6	31	100%
11	0	0	1	3,2	9	29,0	13	41,9	8	25,8	31	100%
12	0	0	0	0	9	29,0	16	51,6	6	19,4	31	100%
13	0	0	1	3,2	11	35,5	11	35,5	8	25,8	31	100%
14	0	0	3	9,7	9	29,0	11	35,5	8	25,8	31	100%
15	1	3,2	5	16,1	10	32,3	9	29,0	6	19,4	31	100%
16	0	0	2	6,5	10	32,3	14	45,2	5	16,1	31	100%
17	1	3,2	3	9,7	6	19,4	14	45,2	7	22,6	31	100%
18	0	0	1	3,2	11	35,5	15	48,4	4	12,9	31	100%
19	0	0	2	6,5	12	38,7	11	35,5	6	19,4	31	100%
20	1	3,2	2	6,5	9	29,0	12	38,7	7	22,6	31	100%
21	0	0	2	6,5	13	41,9	8	25,8	8	25,8	31	100%
22	0	0	0	0	8	25,8	18	58,1	5	16,1	31	100%
23	0	0	1	3,2	5	16,1	17	54,8	8	25,8	31	100%
24	2	6,5	2	6,5	9	29,0	11	35,5	7	22,6	31	100%
25	2	6,5	10	32,2	0	0	10	32,2	9	29,0	31	100%
26	1	3,2	0	0	10	32,3	11	35,5	9	29,0	31	100%
27	1	3,2	1	3,2	5	16,1	18	58,1	6	19,4	31	100%
28	1	3,2	1	3,2	7	22,6	14	45,2	8	25,8	31	100%
29	1	3,2	0	0	10	32,3	13	41,9	7	22,6	31	100%
30	2	6,5	2	6,5	3	9,7	13	41,9	11	35,5	31	100%
Total	19	61,2	60	193,9	268	852	380	1226	203	655	930	100%

Based on the recapitulation results, the response distribution shows that “Very Satisfied” was selected 203 times, “Satisfied” 380 times, “Moderately Satisfied” 268 times, “Less Satisfied” 60 times, and “Not Satisfied” 19 times, out of a total of 930 responses. Each response was multiplied by its respective Likert score. The total weighted score (F) obtained was 3,478, while the maximum possible score (N) was 4,650 (930 × 5). Using the percentage formula P = F/N × 100%, the calculation resulted in 74.49%, indicating that the implementation level of the web-based PPDB system falls within a good category. The recapitulation of questionnaire data for Variable Y (Customer Satisfaction) is presented in Table 3.

Table 3. Description of Variable Y Questionnaire Data

No Item	Not Satisfied		Less Satisfied		Moderate Satisfied		Satisfied		Very Satisfied		%	
	F	%	F	%	F	%	F	%	F	%	F	%
1	0	0	0	0	2	6,5	6	19,4	23	74,2	31	100%
2	0	0	0	0	0	0	8	25,8	23	74,2	31	100%
3	0	0	0	0	0	0	7	22,6	24	77,4	31	100%
4	0	0	0	0	1	3,2	8	25,8	22	71,0	31	100%
5	0	0	0	0	2	6,5	2	6,5	27	87,1	31	100%

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6	0	0	0	0	2	6,5	4	12,9	25	80,6	31	100%
7	0	0	0	0	1	3,2	7	22,6	23	74,2	31	100%
8	0	0	0	0	1	3,2	6	19,4	24	77,4	31	100%
9	0	0	0	0	1	3,2	2	6,5	28	90,3	31	100%
10	0	0	0	0	0	0	1	3,2	30	96,8	31	100%
11	0	0	0	0	0	0	2	6,5	29	93,5	31	100%
12	0	0	0	0	1	3,2	5	16,1	25	80,6	31	100%
13	0	0	0	0	2	6,5	5	16,1	24	77,4	31	100%
14	0	0	0	0	1	3,2	5	16,1	25	80,6	31	100%
15	0	0	0	0	0	0	0	0	31	100,0	31	100%
16	0	0	0	0	1	3,2	6	19,4	24	77,4	31	100%
17	0	0	1	3,2	2	6,5	7	22,6	21	67,7	31	100%
18	0	0	0	0	1	3,2	3	9,7	27	87,1	31	100%
19	0	0	0	0	1	3,2	5	16,1	25	80,6	31	100%
20	0	0	0	0	2	6,5	5	16,1	24	77,4	31	100%
21	0	0	0	0	2	6,5	6	19,4	23	74,2	31	100%
22	0	0	0	0	0	0	0	0	31	100,0	31	100%
23	0	0	0	0	0	0	1	3,2	30	96,8	31	100%
24	0	0	0	0	1	3,2	8	25,8	22	71,0	31	100%
25	0	0	0	0	2	6,5	2	6,5	27	87,1	31	100%
26	0	0	0	0	0	0	0	0	31	100,0	31	100%
27	0	0	0	0	1	3,2	8	25,8	22	71,0	31	100%
28	0	0	0	0	1	3,2	6	19,4	24	77,4	31	100%
29	0	0	0	0	0	0	0	0	31	100,0	31	100%
30	0	0	0	0	0	0	1	3,2	30	96,8	31	100%
Total	0	0	1	3,2	28	90,4	126	407	775	2.500	930	100%

The results indicate that “Very Satisfied” was selected 775 times, “Satisfied” 126 times, “Moderately Satisfied” 28 times, “Less Satisfied” once, and “Not Satisfied” zero times, with a total of 930 responses. After multiplying each response by its respective score, the total weighted score (F) was 4,365. Using the formula P = F/N × 100% with N = 4,650, the result was 93.87%, indicating a very high level of customer satisfaction.

Normality testing was conducted using SPSS version 27 through the One-Sample Kolmogorov–Smirnov test. The results are presented in Table 4.

Table 4. One-Sample Kolmogorov–Smirnov Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			31
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.45116041
Most Extreme Differences	Absolute		.143
	Positive		.143
	Negative		-.105
Test Statistic			.143
Asymp. Sig. (2-tailed)[c]			.109
Monte Carlo Sig. (2-tailed)[d]	Sig.		.104
	99% Confidence Interval	Lower Bound	.096
		Upper Bound	.112
a. Test distribution is Normal.			

DOI: 10.31958/jies.v6i1.16697

b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

The significance value obtained was 0.109, which is greater than 0.05, indicating that the data were normally distributed. Linearity testing was conducted to determine whether the relationship between variables followed a linear pattern. The results are presented in Table 5.

Table 5. ANOVA Table (Linearity Test Results)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
PPDB System Using the PSB Online Website * Customer Satisfaction	Between Groups	(Combined)	555.801	14	39.700	14.715	.000
		Linearity	529.323	1	529.323	196.197	.000
		Deviation from Linearity	26.478	13	2.037	.755	.692
	Within Groups		43.167	16	2.698		
	Total		598.968	30			

The significance value for deviation from linearity was 0.692, which is greater than 0.05, indicating that the relationship between the web-based PPDB system and customer satisfaction follows a linear pattern. Simple linear regression analysis was conducted to determine the influence of Variable X on Variable Y. The results are presented in Table 6.

Table 6. Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.392	9.343		.577	.568
	PPDB System Using the PSB Online Website * Customer Satisfaction	.987	.066	.940	14.846	.000

a. Dependent Variable Customer Satisfaction

The significance value was 0.000, which is less than 0.05, indicating that the web-based PPDB system significantly affects customer satisfaction. The regression equation obtained was: Y = 5.392 + 0.987X. The positive regression coefficient (b = 0.987) indicates that every one-unit increase in the quality of the web-based PPDB system results in an increase in customer satisfaction. Hypothesis testing using Pearson correlation is presented in Table 7.

Table 7. Correlation Test Results

Correlations

	PPDB System Using the PSB Online Website	Customer Satisfaction

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PPDB System Using the PSB Online Website	Pearson Correlation	1	.940**
	Sig. (2-tailed)		.000
	N	31	31
Customer Satisfaction	Pearson Correlation	.940**	1
	Sig. (2-tailed)	.000	
	N	31	31

**. Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient was 0.940 ($p < 0.01$), indicating a strong and positive relationship between the web-based PPDB system and customer satisfaction. This suggests that improvements in the PPDB system are directly associated with higher customer satisfaction levels. The coefficient of determination results are presented in Table 8.

Table 8. Model Summary (Coefficient of Determination)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940[a]	.884	.880	1.550

a. Predictors: (Constant), PPDB System Using the PSB Online Website

The R Square value was 0.884. Using the formula KD = $r^2 \times 100\%$, the contribution of the web-based PPDB system to customer satisfaction was calculated as 78.14%, while the remaining 21.86% was influenced by other variables not examined in this study.

Discussion

The findings demonstrate that the web-based PPDB system significantly influences customer satisfaction, which aligns with General System Theory emphasizing that organizational effectiveness depends on the interaction of system components (Ludwig, 1968). When technology, management, and users function harmoniously, service outcomes improve.

From a marketing perspective, satisfaction occurs when performance meets or exceeds expectations (Kotler & Keller, 2016). The very high satisfaction score (93.87%) suggests that users perceive the PPDB system as reliable and efficient. This finding supports Farlina and Maulana (2017), who found that online admission satisfaction is strongly linked to clarity and usability.

The regression result confirms that improvements in system quality directly increase satisfaction. This aligns with Amru (2020) and Tukino (2020), who emphasize that web-based information systems enhance service effectiveness when properly designed. Organizational readiness also plays a critical role (Mulyadi, 2015; Nuzleha, 2023).

DOI: 10.31958/jies.v6i1.16697

Furthermore, this study strengthens previous findings on online PPDB implementation (Endang, 2021; Solusi, 2019), but extends them by empirically proving that the integrated PPDB system significantly determines customer satisfaction within an Islamic educational context.

CONCLUSION

The findings indicate that the web-based New Student Admission System (PSB Online) has been implemented effectively and contributes positively to the registration process by facilitating access to information, accelerating verification procedures, and ensuring data security. Customer satisfaction was found to be at a very high level, and statistical analysis confirmed a significant and positive relationship between the quality of system implementation and user satisfaction. The results demonstrate that improvements in the performance and management of the online admission system are closely associated with higher levels of customer satisfaction. These findings reinforce the view that effective information systems in educational institutions not only enhance organizational efficiency but also strengthen public trust and positive perceptions of the institution. Continuous improvement is therefore essential through user training, enhancement of internet infrastructure, and the development of more intuitive and responsive system features. This study provides a practical reference for Islamic educational institutions seeking to professionalize their web-based admission systems, while further research is recommended to examine additional factors influencing customer satisfaction, including operator competence, service responsiveness, and institutional communication strategies in supporting digital registration processes.

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