

ABSTRAK

PENGARUH MEDIA INSTAGRAM DAN CITRA LEMBAGA TERHADAP PERILAKU MENDAFTAR SISWA YANG DITERIMA DI MTS MUHAMMADIYAH SUKARAME BANDAR LAMPUNG

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Penelitian ini dilatarbelakangi oleh semakin meningkatnya pemanfaatan media sosial sebagai sarana promosi lembaga pendidikan serta pentingnya citra lembaga dalam memengaruhi keputusan calon peserta didik. MTs Muhammadiyah Sukarame Bandar Lampung memanfaatkan Instagram sebagai media informasi dan promosi sekolah, namun efektivitasnya terhadap perilaku mendaftar siswa yang diterima masih perlu dikaji secara ilmiah. Penelitian ini bertujuan untuk mengetahui pengaruh media Instagram terhadap perilaku mendaftar siswa, pengaruh citra lembaga terhadap perilaku mendaftar siswa, serta pengaruh keduanya secara simultan terhadap perilaku mendaftar siswa yang diterima di MTs Muhammadiyah Sukarame Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Teknik pengumpulan data dilakukan melalui dokumentasi dan penyebaran angket kepada 96 responden. Instrumen penelitian telah melalui uji validitas dan reliabilitas menggunakan korelasi Product Moment dan Alpha Cronbach. Analisis data dilakukan dengan bantuan SPSS melalui uji normalitas, uji linearitas, uji t, uji F, regresi linier berganda, serta koefisien determinasi. Hasil penelitian menunjukkan bahwa media Instagram berpengaruh signifikan terhadap perilaku mendaftar siswa (t hitung 2,216 > t tabel 1,661; sig 0,029 < 0,05), citra lembaga berpengaruh signifikan terhadap perilaku mendaftar siswa (t hitung 5,904 > t tabel 1,661; sig 0,000 < 0,05), serta media Instagram dan citra lembaga secara simultan berpengaruh signifikan terhadap perilaku mendaftar siswa (F hitung 37,502 > F tabel 3,92; sig 0,000 < 0,05). Nilai koefisien determinasi menunjukkan bahwa kedua variabel bebas memberikan kontribusi sebesar 44,6% terhadap perilaku mendaftar siswa, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian ini.

Kata Kunci : Media Instagram, Citra Lembaga, Perilaku Mendaftar, Keputusan Siswa, Promosi Sekolah.

ABSTRACT

THE INFLUENCE OF INSTAGRAM MEDIA AND INSTITUTIONAL IMAGE ON THE ADMISSION BEHAVIOR OF STUDENTS ACCEPTED AT MTS MUHAMMADIYAH SUKARAME BANDAR

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This study is motivated by the growing use of social media as a promotional tool for educational institutions and the importance of institutional image in influencing prospective students' enrollment decisions. MTs Muhammadiyah Sukarame Bandar Lampung utilizes Instagram as a medium for school information and promotion; however, its effectiveness in influencing the registration behavior of admitted students still requires scientific examination. This research aims to determine the effect of Instagram as a social media platform on students' registration behavior, the effect of institutional image on students' registration behavior, and the simultaneous effect of both variables on the registration behavior of admitted students at MTs Muhammadiyah Sukarame Bandar Lampung. The study employed a quantitative approach using a survey method. Data were collected through documentation and questionnaires distributed to 96 respondents. The research instruments were tested for validity and reliability using Product Moment correlation and Cronbach's Alpha. Data analysis was conducted using SPSS through normality and linearity tests, t-tests, F-tests, multiple linear regression, and coefficient of determination analysis. The results indicate that Instagram has a significant effect on students' registration behavior ($t\text{-value} = 2.216 > t\text{-table} = 1.661$; $\text{sig} = 0.029 < 0.05$), institutional image has a significant effect on students' registration behavior ($t\text{-value} = 5.904 > t\text{-table} = 1.661$; $\text{sig} = 0.000 < 0.05$), and Instagram and institutional image simultaneously have a significant effect on students' registration behavior ($F\text{-value} = 37.502 > F\text{-table} = 3.92$; $\text{sig} = 0.000 < 0.05$). The coefficient of determination shows that both independent variables contribute 44.6% to students' registration behavior, while the remaining percentage is influenced by other factors not examined in this study.

Keywords: *Instagram media, institutional image, registration behavior, student decision, school promotion.*