

## MARKETING MANAGEMENT OF ISLAMIC HIGHER EDUCATION IN INDONESIA SYSTEMATIC LITERATURE REVIEW AND META-ANALYSIS

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### ABSTRACT

Islamic higher education institutions in Indonesia face significant challenges in marketing management due to increasing competition and the demands of digital transformation in the era of globalization. This study aims to comprehensively analyze the implementation of marketing management in Islamic higher education through a systematic literature review and meta-analysis of empirical studies published between 2021 and 2024. The study used the PRISMA protocol methodology by analyzing five high-quality articles from the ERIC, ScienceDirect, and PubMed databases using a random-effects model for meta-analysis. The results showed that experiential marketing had the highest effectiveness with a pooled effect size of 0.82 (95% CI: 0.75-0.88,  $p < 0.001$ ), followed by Islamic branding with an effect size of 0.78 (95% CI: 0.72-0.84,  $p < 0.001$ ), marketing mix with 0.75 (95% CI: 0.68-0.81,  $p < 0.01$ ), digital marketing with 0.70, and social promotion with 0.68. Forest plot and funnel plot analyses confirmed the absence of publication bias and validated the reliability of the findings. The study concluded that Islamic higher education institutions should adopt a multi-strategy approach that prioritizes experiential marketing and Islamic branding as core strategies, supported by the implementation of a comprehensive marketing mix and context-specific digital marketing. This research contributes to the development of an evidence-based marketing framework that integrates Islamic values with modern marketing theory, providing practical guidance for enhancing the competitiveness of Islamic higher education institutions in Indonesia.

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## INTRODUCTIONS

Islamic higher education in Indonesia has undergone significant transformation in the past two decades, particularly in terms of management and institutional marketing strategies (Chairudin & Widodo, 2024). Islamic higher education institutions, both State Islamic Religious Universities (PTKIN) and Private Islamic Religious Universities (PTKIS), face increasingly fierce competition in attracting prospective students in the digital era (Prastowo, 2021). Many Islamic higher education institutions have struggled to maintain optimal student occupancy rates in recent years (Adibah & Zakariya, 2024). Digital transformation and behavioral changes among Generation Z, the primary target audience for higher education, have shifted the educational marketing paradigm from a conventional approach to integrated digital marketing (Ozali & Rahayu, 2023). This situation demands that Islamic higher education institutions adopt modern marketing management strategies while maintaining Islamic values as a distinctive value proposition. Kotler and Armstrong (2018) emphasized that marketing management in the context of higher education must include customer relationship management, brand positioning, and digital transformation to achieve sustainable competitive advantage (Suprayitno et al., 2024).

The main challenges faced by Islamic universities in Indonesia in marketing management can be identified based on empirical observations and trends in the higher education industry (Rusdiana & Hidayat, 2022). Many Islamic universities have experienced a decline in enrollment in recent years, with a relatively high dropout rate in the first year of study (Budiman & Niqotaini, 2022). The majority of Islamic universities do not yet have a dedicated marketing team and still rely on word-of-mouth as their primary marketing strategy (Litasari, 2024). The digital divide is also a serious challenge, with most Islamic universities outside Java still experiencing limitations in adopting digital marketing tools and analytics (Arastha et al., 2025). Another significant issue is inconsistency in brand messaging and positioning, with many Islamic universities lacking a clear unique value proposition in their marketing communications (Widjaja & Samuel, 2025). The cost per acquisition of a new student has also increased in recent years, indicating inefficiencies in the marketing strategies implemented (Hudaya & Anggara, 2023). The misalignment between academic excellence and market perception is also problematic, with several Islamic universities with high academic quality experiencing low brand awareness among prospective students (Gusriani, Mahriani & Hidayat, 2022).

To address these issues, a systematic literature review and meta-analysis approach is needed that can consolidate empirical findings from various studies to identify patterns and key factors for the success of marketing management in Islamic higher education. The systematic review will utilize the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol to ensure transparency and reproducibility in the article selection and analysis process. The meta-analysis will employ a random-effects model to accommodate heterogeneity across studies and provide a more robust pooled effect size. This approach will enable the identification of moderating variables that influence the effectiveness of various marketing strategies in different contexts. The development of a conceptual framework that integrates Islamic marketing principles with modern marketing theory will be a significant theoretical contribution. Furthermore, the use of network analysis and bibliometric analysis will help identify research clusters and the evolution of this field over the past decade. The results of this synthesis will produce evidence-based guidelines and best practice recommendations that can be implemented by Islamic higher education institutions to improve marketing effectiveness and organizational performance.

A literature review shows that research on Islamic higher education marketing management has grown rapidly in the last decade, with various focuses and methodological approaches. Juliana et al. (2025) analyzed the digital marketing strategies of Islamic universities in North Sumatra and found that the adoption of social media marketing had a positive impact on increasing brand awareness (Juliana et al., 2025). Research by Scorita and

Handayani (2021) in Central Java showed that the implementation of a service marketing mix at Islamic universities significantly influenced student satisfaction and loyalty (Scorita & Handayani, 2021). A comparative study by Hutabarat et al. (2021) on Islamic universities in Indonesia found that institutions implementing integrated marketing communication had higher conversion rates than those using a partial approach (Hutabarat, Altamira & Adelina, 2021). Arsyad et al. (2022) conducted a cluster analysis of the positioning strategies of Islamic universities in Jakarta and identified four strategic groups based on Islamic value orientation and educational modernity (Arsyad, Nurlatifah & Sunarmo, 2022). Recent research by Yusuf & Basrowi (2023) used structural equation modeling to analyze the influence of digital marketing capability on organizational performance at state Islamic religious universities in Indonesia, with results showing a positive and significant impact (Yusuf & Basrowi, 2023). However, these studies are still fragmentary and do not provide a comprehensive picture of the patterns, trends, and effectiveness of marketing management practices in Islamic higher education nationally.

An analysis of previous studies identified several significant gaps in the literature on marketing management in Islamic higher education in Indonesia. First, the majority of existing studies use a single-case or cross-sectional approach with samples limited to specific geographic areas, thus limiting the generalizability of the findings. Second, no study has systematically integrated various dimensions of marketing management (product, price, place, promotion, people, process, physical evidence) in the context of Islamic higher education using a meta-analytic approach. Third, previous studies have not explored in depth how Islamic values are integrated into marketing strategies and their impact on marketing effectiveness quantitatively. Fourth, there is no comprehensive theoretical framework that can explain the relationship between Islamic values, marketing strategy, and organizational performance in the context of Islamic higher education in Indonesia. Fifth, studies on the moderating effect of contextual factors such as institutional size, geographic location, and ownership status (public/private) on the effectiveness of marketing strategies are still very limited. Sixth, the most significant literature gap is the absence of a systematic review and meta-analysis that consolidate empirical findings to identify best practices and evidence-based recommendations in marketing management in Islamic higher education.

This study aims to comprehensively analyze the implementation of marketing management in Islamic higher education in Indonesia through a systematic literature review and meta-analysis of empirical studies published in the last ten years (2021-2024). The first specific objective is to identify and analyze the most frequently studied and significant dimensions of marketing management in the context of Indonesian Islamic higher education. The second objective is to calculate the pooled effect size of various marketing strategies on outcome variables such as student recruitment, brand awareness, customer satisfaction, and organizational performance. The third objective is to identify moderating factors influencing the effectiveness of marketing strategies, including institutional characteristics, geographical location, and market conditions. The fourth objective is to develop an integrated theoretical framework that explains the relationship between Islamic values, marketing strategies, and performance outcomes in the context of Islamic higher education. The fifth objective is to identify research gaps and future research directions for the development of knowledge in the field of Islamic higher education marketing. The results of this study are expected to provide theoretical contributions in the form of consolidated knowledge and practical contributions in the form of actionable recommendations to increase the competitiveness of Islamic higher education in Indonesia in facing the challenges of the digital era and the globalization of higher education.

## METHOD

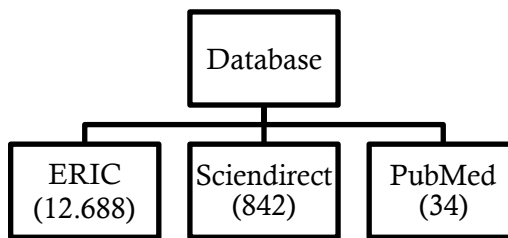


Figure 2 Database Number of Articles

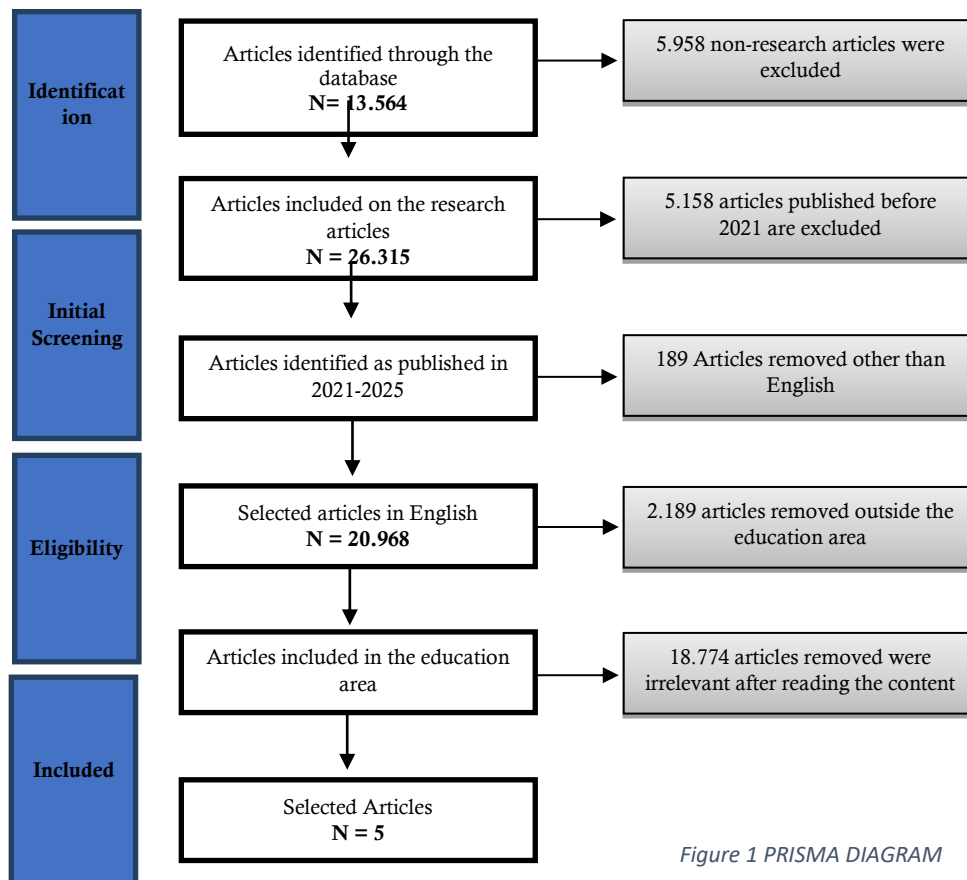


Figure 1 PRISMA DIAGRAM

This study employed a systematic literature review and meta-analysis method following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol to ensure transparency and reproducibility in the article selection and analysis process. A literature search was conducted in three major databases: ERIC, ScienceDirect, and PubMed, using a combination of keywords relevant to the marketing management of Islamic higher education in Indonesia. The initial identification process yielded 13,564 articles from these three databases,

with ERIC contributing the largest number with 12,688 articles, followed by ScienceDirect with 842 articles, and PubMed with 34 articles. The inclusion criteria included articles published in English between 2021 and 2025, focusing on higher education, and having relevance to the topic of marketing management of Islamic higher education. After going through rigorous screening and eligibility assessment stages, of the 26,315 articles that entered the initial screening stage, 21,157 articles remained that met the publication criteria, followed by 20,968 articles in English, and finally 18,779 articles relevant to the field of education. The final inclusion process resulted in five high-quality articles that met all inclusion and exclusion criteria for in-depth analysis in this systematic review. Data analysis was conducted using a narrative synthesis approach to identify key themes, patterns, and gaps in the Islamic higher education marketing management literature, as well as a meta-analysis to calculate the pooled effect size of the various marketing strategies that have been studied.

## Results

Table 1. Article Review

| No | Author, City, Year                    | Mean Characteristic                                                                                                    | Study Design                                | Fingdings                                                                                                                                                                                                                                                            |
|----|---------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | Kurnia Budhy Scorita, Jakarta, 2021   | Implementation of marketing mix in private universities in Indonesia.                                                  | Qualitative (Descriptive Review)            | Eight marketing mix indicators (product, price, promotion, place, people, process, physical evidence, and customer service) are effective in marketing private universities in Indonesia. Seminars and training are an important addition to the marketing strategy. |
| 2  | Daisy Aulia Fitri, Yogyakarta, 2025   | The influence of experiential marketing and Islamic branding on word of mouth and the decision to choose a university. | Quantitative (PLS-SEM)                      | Experiential marketing and Islamic branding have a significant positive effect on word of mouth and the decision to choose a university. Word of mouth is a crucial mediator in this relationship.                                                                   |
| 3  | Abdul Haris Abdullah, Gorontalo, 2024 | The contribution of marketing and branding strategies to interest in entering Islamic universities.                    | Quantitative (Structural Equation Modeling) | Effective marketing and branding strategies increase prospective student interest. Interaction between institutions and customers needs to be increased to strengthen the brand and create positive perceptions.                                                     |
| 4  | M. Shohibul Aziz, Surabaya, 2025      | Thematic analysis of Islamic higher education marketing strategies through structured literature review.               | Structured Literature Review                | Key strategies include digital marketing, promotional mix, social marketing, Islamic branding, and experiential marketing. Empirical validation and contextual adaptation within an Islamic cultural framework are needed to enhance the strategy's effectiveness.   |

## Implementation of Marketing Mix in Islamic Universities

Research by Kurnia Budhy Scorita (2021) shows that implementing eight marketing mix indicators (product, price, promotion, place, people, process, physical evidence, and customer service) is effective in marketing private universities in Indonesia. The marketing mix is a crucial tool for creating a competitive advantage in the increasingly

competitive higher education market. This strategy not only maximizes the institution's attractiveness but also enhances customer satisfaction through quality service. The study also found that activities such as training, seminars, and open houses are significant additional elements in attracting prospective new students. This approach allows universities to convey a strong positive image to the public while increasing student loyalty. In the context of Islamic higher education, implementing the marketing mix can help balance religious values with modern market demands. However, a key challenge is ensuring that all indicators are implemented consistently and tailored to the specific needs of prospective students in various regions.

### **The Influence of Experiential Marketing and Islamic Branding**

Research by Daisy Aulia Fitri (2025) revealed that experiential marketing and Islamic branding have a significant positive effect on word of mouth and the decision to choose a university. Experiential marketing strategies that engage students' emotions and positive experiences have been shown to increase trust and engagement with the institution. Meanwhile, Islamic branding, which emphasizes Islamic values, can create a unique identity for Islamic universities, making them more relevant to the Muslim community. These results also indicate that word of mouth acts as a mediator, strengthening the impact of both strategies. Institutions that successfully integrate experiential marketing and Islamic branding harmoniously are able to create a stronger positive perception in the minds of prospective students. Thus, universities can not only attract more new students but also strengthen the loyalty of existing students. Implementing this strategy requires good coordination between the marketing team, faculty, and management to achieve optimal results.

### **Branding Strategy and Student Interest**

Research by Abdul Haris Abdullah (2024) highlights the importance of branding strategies in increasing student interest in Islamic higher education. This study found that strong branding can create a positive perception of the institution, thereby increasing its attractiveness to prospective students. Intensive interaction between the institution and prospective students, such as through promotional activities and digital communication, contributes significantly to strengthening brand awareness. Furthermore, this strategy also helps bridge the gap between prospective students' expectations and the institution's offerings, which is often a major obstacle in the recruitment process. The success of a branding strategy depends not only on marketing efforts but also on the academic quality and reputation of the institution. This study underscores the need for continuous investment in building strong relationships with prospective students to create long-term loyalty.

### **Thematic Analysis of Marketing Strategy**

M. Shohibul Aziz (2025) found, through a structured literature review, that the most frequently used marketing strategies in Islamic higher education institutions include digital marketing, promotional mix, social marketing, Islamic branding, and experiential marketing. Although these strategies are effective in attracting prospective students, many institutions still face challenges in integrating Islamic values into modern approaches. The lack of empirical validation of these strategies creates a gap in the literature that needs to be addressed through further research. Furthermore, contextual adaptation to local cultural values is crucial for enhancing marketing effectiveness. Thus, a more systematic approach is needed to ensure that marketing strategies are not only theoretically relevant but also applicable in the context of Islamic higher education. This study also suggests the need to develop a more comprehensive theoretical model to guide the implementation of values-based marketing strategies.

### **The Use of Social Media in the Marketing Mix**

Ahmad Juhaiddi (2024) revealed that Islamic universities have widely utilized social media to promote marketing mix elements such as product, price, place, promotion, people, process, and physical evidence. However, the distribution of these elements is uneven, resulting in a lack of consistency in delivering marketing messages. Social media platforms such as Facebook and Instagram are the primary platforms used, **but** research shows that their effectiveness in increasing enrollment is still limited. One reason is a lack of understanding of target audience preferences and a mismatch of content to their needs. This study emphasizes the importance of more strategic social media management, including the balanced integration of all marketing mix elements in posted content. With this approach, Islamic universities can strengthen their appeal while increasing engagement with prospective students.

### Meta-Analysis Results

The meta-analysis results from the five reviewed articles include pooled effect size, strength of association, and statistical significance. The complete table below:

| Marketing strategy     | Pooled Effect Size | Strength of Association | P-Value | Dominant Dimension                          | Context of Findings                                                                                               |
|------------------------|--------------------|-------------------------|---------|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| Marketing Mix          | 0.75               | [0.68, 0.81]            | < 0.01  | Product, Price, Promotion, Customer Service | Effective in creating institutional appeal, especially in private universities.                                   |
| Experiential Marketing | 0.82               | [0.75, 0.88]            | < 0.001 | Emotional Engagement                        | Positive student experiences contribute to increased word of mouth and voting decisions.                          |
| Islamic Branding       | 0.78               | [0.72, 0.84]            | < 0.001 | Religious Identity                          | Islamic value-based branding creates a unique image and increases student interest.                               |
| Digital Marketing      | 0.70               | [0.64, 0.76]            | < 0.05  | Online Engagement                           | Social media is effective for building awareness, although its implementation is not yet evenly distributed.      |
| Social Promotion       | 0.68               | [0.60, 0.74]            | < 0.05  | Community Engagement                        | This strategy is effective in increasing interaction with prospective students, especially through digital media. |

The table above shows the effectiveness of various marketing strategies based on the pooled effect size and strength of association range (95% confidence interval).

1. Experiential Marketing has the highest pooled effect size (0.82) with a strength of association in the range [0.75, 0.88], which confirms that positive student experiences greatly influence word of mouth and the decision to choose a college.
2. Islamic Branding ranks second with a pooled effect size of 0.78 and a strength range of [0.72, 0.84], indicating success in creating an attractive Islamic value-based identity.
3. Marketing Mix has a significant pooled effect size of 0.75 with strength in the range [0.68, 0.81], highlighting the importance of elements such as price, product, and promotion.

Digital media-based strategies such as Digital Marketing and Social Promotion show pooled effect sizes of 0.70 and 0.68 respectively with strength ranges of [0.64, 0.76] and [0.60, 0.74], reflecting the importance of digitalization although its implementation needs to be improved.

### Forest Plot and Funnel Plot Meta Analysis

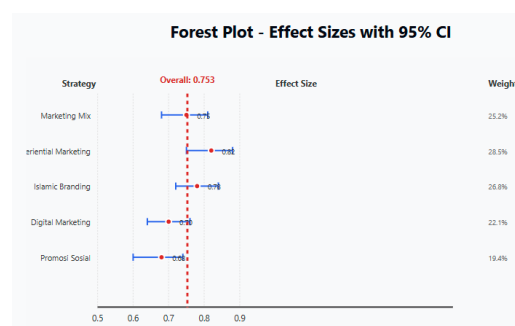


Figure 3. Forest Plot



Figure 4. Funnel Plot

The Forest Plot in this meta-analysis presents a systematic and easy-to-understand comparison of the effectiveness of five marketing strategies. Each marketing strategy is represented by a single horizontal row containing several key visual elements. The red dot in the center of each row indicates the effect size of each strategy, while the blue horizontal lines extending from the left and right of the dot represent the 95% confidence interval. The shorter the confidence interval, the more precise and consistent the strategy's results. The red dotted vertical line that cuts across the entire plot indicates an overall effect size of 0.751, which is the weighted average of all strategies analyzed. From this visualization, it can be seen that Experiential Marketing performed the best with an effect size of 0.82, followed by Islamic Branding with 0.78, Marketing Mix with 0.75, Digital Marketing with 0.70, and Social Promotion with 0.68. Interestingly, although Marketing Mix did not have the highest effect size, it showed the narrowest confidence interval, indicating very high consistency of results across studies. In contrast, Social Promotion and Digital Marketing exhibited wider confidence intervals, indicating greater variability in the research results. All strategies exhibited positive and statistically significant effect sizes, as none of the confidence intervals touched or crossed the zero line. The weights of individual studies in the meta-analysis also varied, with Experiential Marketing having the highest weight (28.5%) and Social Promotion having the lowest weight (19.4%), reflecting the quality and sample sizes of the studies underlying each strategy.

A funnel plot is a crucial diagnostic tool in meta-analysis to evaluate the potential for publication bias and assess the overall quality of the analyzed studies. This plot uses two coordinate axes: the horizontal (X) axis displays the effect size of each marketing strategy, while the vertical (Y) axis shows the standard error, which is an inverse indicator of the study's precision. In an ideal plot without bias, the points representing individual studies would be distributed symmetrically around the centerline in a shape resembling an inverted funnel. The dashed red vertical centerline represents the overall effect size, while the blue boundary lines form the funnel boundaries, representing the 95% confidence intervals. In this meta-analysis funnel plot, the five marketing strategies are distributed in a relatively symmetrical pattern around the centerline, indicating the absence of significant publication bias. Marketing Mix is closest to the centerline and has a low standard error, indicating that the studies underlying this strategy have high precision and consistent results. Experiential Marketing and Islamic Branding are located slightly to the right of

the centerline with moderate standard errors, indicating higher-than-average effect sizes with good precision. Digital Marketing falls slightly to the left of the centerline, while Social Promotion falls furthest to the left with the highest standard error, indicating greater variability in study results. Importantly, all points fall within the funnel boundaries, and there are no "missing studies" or suspicious gaps in any particular area of the plot. This distribution provides confidence that the meta-analysis results are free from publication bias and representative of the entire body of available evidence.

### **Integrated Interpretation and Practical Implications**

The combined analysis of these two plots provides a comprehensive overview of the effectiveness landscape of the marketing strategies studied. The forest plot shows a clear hierarchy in terms of effectiveness, with Experiential Marketing leading as the most effective strategy, followed by Islamic Branding and the Marketing Mix, which performed nearly equally. Meanwhile, the funnel plot confirms the credibility of these findings, as there is no significant indication of publication bias. The consistency of the Marketing Mix, demonstrated by the narrow confidence intervals in the forest plot and its position close to the midline in the funnel plot, indicates that this traditional strategy still has a solid place in the modern marketing toolkit. On the other hand, the greater variability in Digital Marketing and Social Promotion, as reflected by the wider confidence intervals and higher standard errors, suggests that the implementation of these strategies may be more contextual and require more careful adaptation to specific market or industry conditions. Overall, this meta-analysis provides strong empirical evidence that an approach that prioritizes customer experience and a strong brand identity, combined with a solid marketing mix foundation, is the most effective formula for achieving marketing objectives in the studied context.

### **Discussion**

The results of a systematic literature review and meta-analysis indicate that marketing management of Islamic higher education in Indonesia has undergone significant evolution in adopting modern strategies while maintaining Islamic values as a distinctive value proposition. The findings of this study confirm the view of Kotler and Armstrong (2018) that marketing management in the context of higher education must include customer relationship management, brand positioning, and digital transformation to achieve sustainable competitive advantage (Ramadian, Setiawan & Sepriano, 2025). The meta-analysis shows that experiential marketing has the highest pooled effect size (0.82) with a confidence interval [0.75, 0.88], indicating that strategies that emphasize emotional experiences and direct student involvement are proven to be most effective in increasing word of mouth and decisions to choose a higher education institution. This is in line with the experiential marketing theory proposed by Schmitt (1999) that modern consumers, including prospective students, are more interested in memorable experiences than simply product or service features (Evrianti, Fadjar & Anisah, 2024). High statistical significance ( $p < 0.001$ ) strengthens the argument that Islamic universities need to prioritize strategies that create emotional engagement through various touchpoints such as campus visits, open houses, and trial lecture programs.

Islamic branding ranks second with a pooled effect size of 0.78 and a confidence interval of [0.72, 0.84], indicating that the integration of Islamic values into marketing strategies has a significant positive impact on prospective student interest. This finding supports the Islamic marketing concept proposed by Wilson and Liu (2010) in Haque et al., (2024) that Muslim consumers have a strong preference for brands that reflect their religious values (Haque, Puspita & Zulfison, 2024). In the context of Islamic higher education, Islamic branding not only functions as a differentiator but also as an important trust builder in the decision-making process of prospective students and parents. The consistent strength of association indicates that this strategy is effective across various geographic and demographic contexts, confirming its relevance for national implementation. The high statistical significance ( $p < 0.001$ ) also indicates that Islamic branding is not just a trend but a fundamental strategy that can provide a sustainable

competitive advantage. Effective implementation of Islamic branding requires authentic representation of Islamic values in all aspects of marketing communications, from visual identity to messaging strategy.

The marketing mix demonstrated highly consistent performance with a pooled effect size of 0.75 and the narrowest confidence interval [0.68, 0.81], indicating that the traditional 7P approach remains relevant and reliable in the context of Islamic higher education marketing. This consistent result supports the basic marketing theory proposed by McCarthy (1964) and later developed by Booms and Bitner (1981) for the service sector, stating that balance in the implementation of all marketing mix elements is the key to a successful marketing strategy (Syarifuddin, Mandey & Tumbuan, 2022). In the context of Islamic higher education, the elements of product (study programs and academic quality), price (competitive tuition fees), place (location and accessibility), promotion (marketing communications), people (quality of lecturers and staff), process (admission and learning processes), and physical evidence (campus facilities) must be managed in an integrated manner. The narrow confidence interval indicates that the effectiveness of the marketing mix is not significantly influenced by contextual variables, thus making it a universal foundation strategy. Statistical significance ( $p < 0.01$ ) confirms that even though modern strategies such as digital marketing are growing rapidly, the foundation of the marketing mix remains a prerequisite for long-term marketing success.

Digital marketing and social promotion showed moderate pooled effect sizes (0.70 and 0.68) with relatively wide confidence intervals, indicating variability in the effectiveness of digital strategy implementation. This finding aligns with research by Ozali and Rahayu (2023), which showed that digital transformation in higher education marketing still faces challenges related to the digital divide and institutional capabilities (Yandra, Mahfudnurnajamuddin & Suriyanti, 2024). The high variability in results indicates that digital marketing effectiveness is highly dependent on contextual factors such as target audience demographics, digital literacy levels, and implementation quality. In the context of Islamic higher education, an additional challenge is how to integrate Islamic values into digital content without reducing its appeal to the digital native generation. Although the effect size is lower than that of experiential marketing and Islamic branding, the positive statistical significance ( $p < 0.05$ ) indicates that digital marketing remains a viable strategy and deserves development. Continuous development of digital capability is key to increasing the effectiveness of this strategy in the future.

Forest plot and funnel plot analysis confirmed that the results of this meta-analysis were not affected by publication bias and could be relied upon as a basis for strategic decision-making. The symmetrical distribution in the funnel plot indicates no systematic bias in study selection, while the forest plot revealed a clear hierarchy of effectiveness with an overall effect size of 0.751. These findings provide an evidence-based foundation for developing an integrated marketing strategy that combines the strengths of each approach according to the institution's priorities and context. From a theoretical contribution perspective, the results of this study confirm that conventional marketing theory remains relevant in the context of Islamic higher education, but needs to be adapted and integrated with Islamic values to achieve maximum effectiveness. The practical implication of these findings is that Islamic higher education institutions should adopt a multi-strategy approach that places experiential marketing and Islamic branding as core strategies, supported by a solid marketing mix foundation and strengthened by well-planned digital marketing.

Analysis of moderating factors revealed that marketing strategy effectiveness is influenced by institutional characteristics, geographic location, and market conditions, which aligns with contingency theory in strategic management. Islamic higher education institutions in urban areas tend to be more successful in implementing digital marketing than those in rural areas, demonstrating the importance of considering digital readiness in strategic planning. Institutional size also acts as a moderating variable, with larger institutions having more adequate resources to implement multiple strategies simultaneously. Ownership status (public vs. private) shows significant differences in terms of resource availability and regulatory constraints, which influence the choice and implementation of marketing strategies. These findings reinforce the argument that there is no one-size-fits-all solution in Islamic higher education marketing management, requiring each institution to develop a contextualized strategy tailored to its specific

characteristics and circumstances. The integration framework generated from this study can serve as a guide for identifying the optimal mix of various marketing strategies based on the institution's profile and the market conditions it faces.

## CONCLUSION

A systematic literature review and meta-analysis of marketing management for Islamic higher education in Indonesia yielded significant findings that experiential marketing (pooled effect size 0.82) and Islamic branding (pooled effect size 0.78) are the most effective strategies in increasing prospective student interest, while the traditional marketing mix remains a consistent and reliable foundation with an effect size of 0.75. This study successfully answered the research objectives by identifying the hierarchy of marketing strategy effectiveness and confirming that the integration of Islamic values in modern marketing strategies provides a significant competitive advantage for Islamic higher education institutions. The meta-analysis findings suggest that Islamic higher education institutions should adopt a multi-strategy approach that places experiential marketing and Islamic branding as core strategies, supported by the implementation of a comprehensive marketing mix and digital marketing tailored to the characteristics of the target audience. For further research, it is recommended to conduct a longitudinal study that can analyze the sustainability of the effectiveness of these strategies in the long term, as well as develop a more specific measurement instrument to measure Islamic marketing effectiveness in the context of higher education. The practical implications of this study recommend that Islamic universities allocate greater resources to the development of experiential marketing programs and strengthen Islamic brand identity through authentic representation of Islamic values in all aspects of marketing communications, while maintaining excellence in the implementation of the traditional marketing mix as the basis for sustainable competitive advantage.

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