

BAB 7

KESIMPULAN DAN SARAN

7.1. Kesimpulan

Kesimpulan yang dapat diambil dari penelitian ini menunjukkan bahwa model analitik data internal yang dihasilkan tidak hanya berperan sebagai alat untuk pengolahan informasi, tetapi juga merupakan sebuah prosedur komprehensif yang dirancang untuk mendukung pengambilan keputusan strategis. Prosedur ini terdiri dari beberapa tahapan penting yang saling berkaitan, dimulai dari penyediaan data yang relevan dan akurat, sinkronisasi data, hingga ke tahap analisis deskriptif yang memberikan gambaran umum tentang pola-pola yang muncul dalam data. Selanjutnya, dilakukan analisis korespondensi untuk menggali hubungan antara variabel-variabel kunci, diikuti dengan interpretasi hasil yang memungkinkan pemahaman mendalam terhadap temuan yang diperoleh. Hasil yang diperoleh adalah potensi-potensi target pemasaran yang dapat dimanfaatkan oleh manajemen perguruan tinggi untuk mendukung pengembangan program marketing.

7.2. Saran Penelitian

Penelitian ini dilakukan dengan beberapa batasan antara lain hanya dilakukan pada beberapa program studi, terbatas pada data yang bisa disinkronisasi. Oleh karena itu adanya keterbatasan pada penelitian ini maka disarankan pada penelitian selanjutnya dapat membuat data PMB yang lengkap dan mudah untuk di sinkronisasi, serta membuat kemudahan dalam formulir pengisian calon mahasiswa agar data yang masuk tidak beragam dalam penulisan. Penyempurnaan metode mendaftar akan mempermudah proses tahap penelitian selanjutnya terutama dalam proses sinkronisasi. Peneliti juga menyarankan untuk penelitian selanjutnya untuk bisa mengaitkan data tersebut dengan data masa studi mahasiswa, sehingga bisa memetakan siswa dari daerah mana yang berpotensi selesai cepat waktu untuk membantu proses akreditasi prodi.

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