



The Effect Of Facilities And Prices On Parents' Decisions To Send Children To School And Brand Image As Intervening Variables At Tabqha Christian Elementary School Batam

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ABSTRACT

Schools have a role in providing a foundation for the growth and development of students' progress. The selection of a quality school is one of the keys to obtaining children's success according to parents' expectations. Parents' decisions to choose a school usually consider price, facilities and a positive image of the school. The purpose of this study was to analyze the effect of facilities and prices on parents' decisions to send their children to school and brand image as an intervening variable at Tabqha Christian Elementary School Batam. The population in this study were parents of grade I elementary school students with a sample of 62 respondents. The technique used is saturated sampling technique and the significance test uses the sobel test. The results of direct influence research show that; Facilities have a positive and significant effect on brand image, Price has no significant effect on brand image, Facilities have no significant effect on parents' decisions, Price has a positive and significant effect on parents' decisions, and Brand image has a positive and significant effect on parents' decisions. While the indirect effect results in that facilities have a positive and significant effect on parental decisions through brand image and price has no significant effect on parental decisions through brand image.

INTRODUCTION

The selection of a quality school is one of the keys to obtaining children's success according to parents' expectations. Parents' decision to choose a school usually considers the price, facilities and positive image of the school. Education costs are the operational basis in supporting all school activities, both in terms of learning operations, operational facility

development and human resources, (Ayu & Purba, 2020). Tabqha Christian Elementary School Batam is one of the private schools located in Batam Kota Subdistrict, Batam City which was established in 2009 and has superior quality so that it can create a brand image in the Batam City community with the achievement of being ranked first for 7 consecutive years with the highest average score of the National Examination in Mathematics, Science, and Indonesian Language in grade 6 elementary school subjects in Batam City. Based on these achievements, the community views Tabqha Christian Elementary School Batam as a reference school of excellence.

Brand Image / brand image by Aaker according to Roslina in (Indriyani et al., 2023) is a set of associations organized into a product. Brand image based on consumer memory about a product, as a result of what a person feels about the brand. The school's achievements build a good image in the eyes of parents of Tabqha Christian Elementary School students in Batam. However, based on empirical data obtained by the researcher, it is known that the problem faced by Tabqha Christian Elementary School Batam is a decrease in the number of students for the last 5 years and the non-fulfillment of the target number of new students set by the foundation . This can be seen from the table below;

Table 1 Data On The Number Of PPDB For The 2019/2020 To 2023/2024 Academic Years

No.	School Year	Number of Participants New Student	New Student Acquisition Target
1	2019-2020	63	80
2	2020-2021	61	80
3	2021-2022	66	80
4	2022-2023	52	80
5	2023-2024	62	80

Source: Tabqha Christian Elementary School Batam, 2024

The government, in this case the Ministry of Education, made a policy by issuing Permendikbud No. 24/2007 on Standards and Infrastructure for Elementary Schools/Madrasah Ibtidaiyah (SD/MI), which is the main reference in determining the standard of school facilities. Facilities/supplies and infrastructure are one of the factors whose existence is absolutely necessary in supporting the learning process. Educational facilities and infrastructure are part of the resources that have an important role in realizing educational goals in schools, (Barnawi, M. Arifin, 2012).

Based on the data about the study of school facilities according to the standard of Permendikbud No. 24 Year 2007 with the real condition of facilities of Tabqha Christian Elementary School Batam is presented in the following table:

Table 2 Standardization Of School Facility

Standardization Permendikbud Number 24 Year 2007	Real Condition of Facilities of Tabqha Christian Elementary School Batam	Use of Facilities	Fulfillment of Facility Standards
Land	Own land (owned by the Foundation)	Land is used for kindergarten, elementary, middle and high school education	Fulfilled (5,600 M) ²
Building	Self-owned building (Foundation-owned)	Elementary school buildings are located on the first and second floors	Fulfilled
Classroom	22 Classes	Classes are used for elementary level	The room does not meet the standard (size 10x5 M, should be 6x8 M)
Teacher's Room	1 room	Used for all teachers' room	Fulfilled
Principal's Room	1 room	Office and living room	Fulfilled
Library	1 room	Library used for elementary school	Fulfilled (library book data 3,000 book titles)
Laboratory	1 room	Science Lab	Not met (no language lab)
Arts Room	-	-	Not yet fulfilled
Computer Room	1 room	ICT Practice	Fulfilled (23 computers and an average of 22 students per class)
Worship Room	1 house of worship	Church in the school environment	Fulfilled
Toilet	4 toilet rooms	Teacher and student restroom needs	Fulfilled
Sports Field	2	Shared or alternating use with junior and senior high schools	Not fulfilled because the primary school does not have its own sports field.
Music Room	-	-	Not yet fulfilled
Language Room	-	-	Not yet fulfilled
	Swimming pool	Shared or alternating use with kindergarten, elementary school, middle school and high school	Not met according to size (7x25 M ₂) and standard pool size 50x25 M) ₂

Source: Tabqha Christian Elementary School Batam, 2024

Based on table 1.2, it can be concluded that the real condition of school facilities is not fully in accordance with the standards set by the government for supporting facilities and infrastructure.

Price is one of the factors parents make decisions in choosing a school for their children . The pricing set by the school is based on operational costs and school needs to ensure the sustainability of the school in the future. Pricing or tuition fees each year depends on the foundation's policy. The price is promoted during the admission of new students, where schools aggressively promote through open houses and social media. This promotional activity serves as a venue for school promotion, comparison materials, assessment and a place to explore complete information about the school that will be chosen by parents. The community's assessment of the price offer made by the school affects the number of new student admissions. This is the case at Tabqha Christian Elementary School, which has experienced a decline in the number of students in recent years. This is allegedly because the price of education offered is relatively high compared to other schools in general. To strengthen this assumption, it can be proven by looking at the data of school fees of SDS Kristen Tabqha Batam with other schools' fees in the table below:

Table 3 Data On School Fees In Batam City In 2024

School Name	Form	School fees	Money Books	Uniform	SPP	Total
SD Kristen Tabqha	Rp. 200,000	Rp. 10,300,000	Rp. 1,850,000	Rp. 900,000	Rp. 1,180,000	Rp. 14,430,000
SD Yehonala	Rp. 500,000	Rp. 15,000,000	Rp. 2,500,000	Rp. 1,500,000	Rp. 1,150,000	Rp. 20,650,000
SD Charitas	Rp. 150,000	Rp. 10,000,000	Rp. 1,700,000	Rp. 1,000,000	Rp. 950,000	Rp. 13,800,000
SD Pelita Utama	Rp. 100,000	Rp. 9,200,000	Rp. 1,900,000	Rp. 900,000	Rp. 900,000	Rp. 13,000,000
SD Maitreyawira	Rp. 120,000	Rp. 8,750,000	Rp. 1,900,000	Rp. 900,000	Rp. 790,000	Rp. 12,460,000
SD Yos Sudarso	Rp. 150,000	Rp. 6,500,000	Rp. 3,000,000	Rp. 850,000	Rp. 625,000	Rp. 11,125,000
SD Islam Nabilah	Rp. 100,000	Rp. 6,750,000	Rp. 1,430,000	Rp. 1,100,000	Rp. 1,100,000	Rp. 10,480,000
SD Muhammadiyah Plus	Rp. 350,000	Rp. 6,000,000	Rp. 1,400,000	Rp. 2,000,000	Rp. 660,000	Rp. 10,410,000
SD Bodhi Dharma	Rp. 150,000	Rp. 7,000,000	Rp. 1,000,000	Rp. 850,000	Rp. 700,000	Rp. 9,700,000
SD Kristen Basic	Rp. 250,000	Rp. 2,000,000	Rp. 2,300,000	Rp. 1,050,000	Rp. 800,000	Rp. 6,400,000

Source: Primary data of Tabqha Christian Elementary School processed (2024)

Based on the data table above, it shows that the price set by Tabqha Christian Primary School Batam is relatively high compared to other schools, and the amount of tuition fees determined by the school is also the highest among other schools. The high price or cost of

education affects the level of parents' decision in sending their children to Tabqha Christian Elementary School. After studying the reality in the environment of Tabqha Christian Elementary School Batam and comparing previous studies, there is a gap in the influence of the relationship between the elements of facilities and prices on parents' decisions to send their children to school and brand image as an intervening.

LITERATURE REVIEW

Facility

Facilities are everything that can facilitate and smooth the implementation of a learning process and are the facilities and infrastructure needed in carrying out or facilitating an activity, (Muhammad et al., 2023). School facilities or educational infrastructure are facilities and infrastructure provided by the school in order to fulfill the dynamics of teaching and learning. According to (Barnawi, M. Arifin, 2012) educational facilities and infrastructure is a part of the source that has an important role in realizing the objectives of education in schools. To realize the objectives of the education program at school is very dependent on the existing facilities and infrastructure in the school, as well as the potential of an educator in using educational facilities and infrastructure. (Hartani, 2009). Educational facilities / facilities are all sets of equipment, materials and furniture that are directly used in the educational process at school, such as buildings, physical and material property / assets, main infrastructure, classrooms, desks, chairs, blackboards, and learning media and are directly used to support the educational process. (Haris, 2016).

Facilities are a necessity that must be met by schools in order to provide comfort, security, as a place to carry out activities in supporting learning at school. According to (Tjiptono, F & Gregorius, 2019) facilities are physical resources that must exist before a service can be offered to consumers. Facilities have 6 indicators, namely; Special planning is related to elements of distance, location, shape, and size; space planning is an interior and architectural design, such as the placement of furniture and equipment in the room, circulation flow and others; Equipment or furniture and this has several functions including as a means of protecting small valuables, as a display item, as a welcome sign for customers, and something that shows the status of the owner or user; Lighting and this relates to daylight, color, type, and nature of activities carried out in the room, the level of visual acuity, and the desired atmosphere; Color in this case has its own language, where color can stimulate specific feelings and emotions; and messages conveyed graphically.

Price

Price is a value in the form of the amount of money that is willing to be spent to obtain the desired and or required product or service (Kotler, P., & Armstrong, 2016). According to Tjiptono in (Pratiwi et al., 2022) explains that price is one of the important variables in marketing, where price can influence consumers in making decisions to buy a product for various reasons.

According to (Kotler, P., & Armstrong, (2014)(2014), it is stated that price indicators include; Affordable prices are in accordance with the purchasing power of consumers, meaning that the prices set are affordable by consumers and allow consumers to be able to buy products or services without experiencing financial difficulties they have; There is a match between price and quality, meaning that the price is in accordance with the quality of the product; and Prices have competitiveness with other similar products which means that competitive prices can help companies win competition with competitors and attract consumer interest.

Decision-Making

According to (Peter, J. Paul & Jerry, 2000) states that a decision includes a choice between two or more alternative actions (or behaviors). The motivational factors that determine parents'

choice to send their children to school are related to decent work, environmental existence and to form better character and morals. (Alviana & Nanik Setyowati in (Mahbub et al., 2023)).

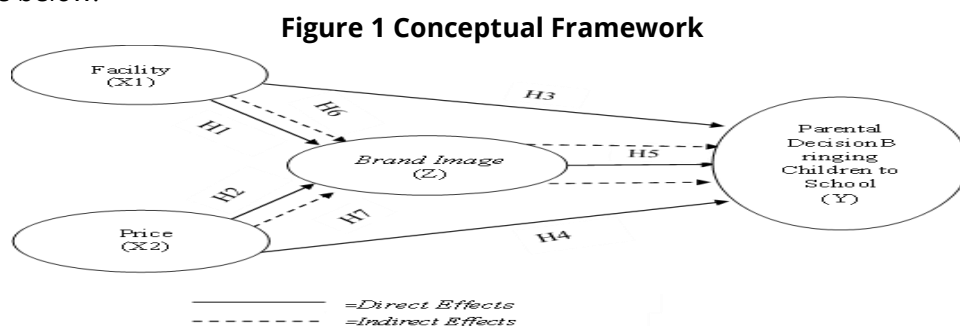
According to (Kotler, P., & Armstrong, 2016). states that purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy. Purchasing decisions become a process that results in alternative choices. According to Dr. Nugroho J. Setiadi in (Ahmad et al., 2021) explained that there are 4 indicators that influence purchasing decisions, including; Need for products, environmental factors that influence purchasing decisions; Product advantages; and Previous user experience. According to Alviana & Nanik Setyowati in (Mahbub et al., 2023) stated that the motivational factors that determine parents' choice to send their children to school are related to decent work, environmental existence and to form better character and morals.

Brand Image

Brands can be differentiated based on a number of different product or service dimensions: product shape, features, performance, fit, durability, reliability, repairability, style, design, and also service dimensions such as ease of ordering, delivery, installation, customer training, customer consultation, maintenance and repair and brands have the definition of logos, symbols, characters and slogans. (Kotler P., 2007). According to Keller in (Indriyani et al., 2023) explains that brands are not just products, because brands have a special dimension that differentiates them from other similar products. This differentiator must be rational and clearly visible with the performance of a product from a brand or it can be said to be more symbolic, emotional and invisible in representing a brand. Meanwhile, according to (Sindy et al., 2024) that brand image is not just a visual identity, but involves associations and perceptions formed through the direct experience of parents of students. According to Kotler, P., & Armstrong, (2016) states that brand image can be formed by three factors, namely: Strength of brand association, Excellence of brand association, and Uniqueness of brand association.

Conceptual Framework

The conceptual framework is a conceptual model of how theory relates to various factors that have been identified as important problems. (Sugiyono, 2019). To influence how the influence between facilities, prices, and parents' decisions to send their children to school which is mediated by brand image, the following can be presented as a framework that can be seen in the figure below:



METHODS

Starting from the background that has been described, this research is a field study research on customer decisions in this case parents' decisions on facilities, prices, and brand image at Tabqha Christian Elementary School Batam. The method used in this research is using survey method. Quantitative methods are processed statistically by testing hypotheses that can be measured and produce a decision from customers. This study was conducted with the aim of knowing whether facilities, price, affect parents' decisions through brand image as an

intervening variable at Tabqha Christian Elementary School Batam. In this study, respondents' perceptions of the research variables, namely: facilities, price, brand image and parental decisions are quantified on a 5-point Likert scale, from strongly disagree to strongly agree, so that the data obtained is quantitative data. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. Then the indicator is used as a starting point for compiling instrument items which can be in the form of statements or questions. (Duli, 2019). Data collection was carried out using a questionnaire as a research instrument distributed to parents of grade 1 elementary school students who sent their children to Tabqha Christian Elementary School Batam with a total of 62 people. Data collection was carried out in June 2024, The survey method in this study used a questionnaire and was distributed via online with google forms. The sampling method uses saturated samples, meaning that all members of the population are used as samples.

RESULTS AND DISCUSSION

Instrument Test`

Table 4 Validity Test

Variable	X1	rcount	rtable	Information
Facilities (X1)	X1.1	0.783	0.250	Valid
	X1.2	0.847	0.250	Valid
	X1.3	0.875	0.250	Valid
	X1.4	0.724	0.250	Valid
	X1.5	0.868	0.250	Valid
	X1.6	0.848	0.250	Valid
	X1.7	0.866	0.250	Valid
	X1.8	0.848	0.250	Valid
	X1.9	0.867	0.250	Valid
Variable	X2	rcount	rtable	Information
Price (X2)	X2.1	0.863	0.250	Valid
	X2.2	0.910	0.250	Valid
	X2.3	0.887	0.250	Valid
	X2.4	0.835	0.250	Valid
	X2.5	0.810	0.250	Valid
Variable	Y	rcount	rtable	Information
Parental Decision (Y)	Y1	0.845	0.250	Valid
	Y2	0.739	0.250	Valid
	Y3	0.825	0.250	Valid
	Y4	0.822	0.250	Valid
	Y5	0.840	0.250	Valid
	Y6	0.803	0.250	Valid
	Y7	0.793	0.250	Valid
Variable	Y	rcount	rtable	Information
Brand Image(Z)	Y1	0.845	0.250	Valid
	Y2	0.739	0.250	Valid
	Y3	0.825	0.250	Valid
	Y4	0.822	0.250	Valid
	Y5	0.840	0.250	Valid
	Y6	0.803	0.250	Valid
	Y7	0.793	0.250	Valid

Source: Primary data processed (2024)

Based on the table above, it can be explained that each statement item on the variables X1, X2, Y and Z shows significant results with an error rate of 5% or r count greater than r table so that each statement in this study is said to pass the validity test and is valid for use in this study.

Table 5 Reliability Test

Variables	Cronbach Alpha Value	Description
Facilities	0,945	Reliable
Price	0,910	Reliable
Parental Decision	0,906	Reliable
<i>Brand Image</i>	0,943	Reliable

Source: Primary data processed (2024)

Based on the table presentation of the reliability test results above, it can be concluded that the questionnaire used in all research variables shows a value above 0.6, which means that the questionnaire in this study is reliable and reliable.

Table 6 Normality Test

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N	62		
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.86874804	
Most Extreme Differences	Absolute	.091	
	Positive	.074	
	Negative	-.091	
Test Statistic		.091	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.220	
	99% Confidence Interval	Lower Bound	.210
		Upper Bound	.231

Source: Primary data processed (2024)

Based on table 6 above, it can be concluded that the significance value is $0.200 > 0.05$, which means that the data from each variable is normally distributed.

Table 7 Multicollinearity Test Results X1 ,X2 → Z

No.	Variables	Tolerance	VIF	Conclusion
1	Facilities	0,279	3,584	No multicollinearity
2	Price	0,279	3,584	No multicollinearity

Table 8 Multicollinearity Test Results X1 ,X2 ,Z → Y

No.	Variables	Tolerance	VIF	Conclusion
1	Facilities	0,133	7,532	No multicollinearity
2	Price	0,278	3,598	No multicollinearity
3	Brand Image	0,186	5,375	No multicollinearity

Source: Primary data processed (2024)

From the table, it can be concluded that the regression equation passes the test and does not experience multicollinearity because the tolerance value of all variables is more than 0.1 and the VIF value is <10 .

Table 9 Heteroscedasticity Test

No.	Variables	Significance Value	Conclusion
1	Constant	0,396	No heteroscedasticity
2	Facilities	0,358	No heteroscedasticity
3	Price	0,343	No heteroscedasticity
4	Brand Image	0,217	No heteroscedasticity

Source: Primary data processed (2024)

The conclusion is that the significance value > 0.05 , the variable under study does not occur symptoms of heteroscedasticity.

Table 10 Autocorrelation Test

Runs Test	
	Unstandardized Residual
Test Value ^a	.49727
Cases $<$ Test Value	31
Cases \geq Test Value	31
Total Cases	62
Number of Runs	33
Z	.256
Asymp. Sig. (2-tailed)	.798

Source: Primary data processed (2024)

Run Test data can be concluded that the value of Asymp. Sig (2-tailed) > 0.05 , namely 0.798 which means that it is greater than 0.05, so there are no symptoms of autocorrelation.

Table 11 Linearity Test

No.	Variables	Fcount	Ftable	Sig Value.	Sig Level.	Description
1	Facilities (X1) on Parents' Decision (Y)	0,372	1,89	0,980	0,05	There is a linear relationship
2	Price (X2) on Parents' Decision (Y)	1,330	2,03	0,241	0,05	There is a linear relationship
3	Brand Image (Z) on Parents' Decision (Y)	1,935	1,99	0,952	0,05	There is a linear relationship

Source: Primary data processed (2024)

In conclusion of the above data, there is a significant linear relationship between the independent and intervening variables with the dependent variable.

Path Analysis**Table 12 Influence of Facilities (X1) And Price (X2) on Brand Image (Z)**

No.	Variables	Unstandard Coef.		Standard Coef. β	t	Sig.
		β	Std.Error			
1	Constant	2,214	1,488		1,489	0,142
2	Facilities (X1)	0,580	0,072	0,580	8,063	<,001
3	Price (X2)	0,058	0,116	0,053	0,495	0,622

Source: Primary data processed (2024)

The regression equation for the above test is as follows:

$$Z = 2.214 + 0.580X_1 + 0.058X_2 + \text{error}$$

Table 13 Influence of Facilities (X1), Price (X2) And Brand Image (Z) On Parents' Decisions (Y)

No.	Variables	Unstandard Coef.		Standard Coef. β	t	Sig.
		β	Std.Error			
1	Constant	0,934	1,604		0,582	0,563
2	Facilities (X ₁)	0,081	0,110	0,101	0,730	0,468
3	Price (X ₂)	0,321	0,124	0,249	2,600	0,012
4	Brand Image (Z)	0,730	0,138	0,620	5,299	<,001

Source: Primary data processed (2024)

The regression equation for the above test is as follows:

$$Z = 0.934 + 0.081X_1 + 0.321X_2 + 0.730Z + \text{error}$$

Hypothesis Testing**Table 14 T Test**

No	Variables	thitung	ttable	Sig Value.	Sig.	Conclusion	Hypothesis
1	Facilities (X ₁) to Brand Image (Z)	8.063	1.671	0,001	< 0,05	Significant effect	H1 = accepted
2	Price (X ₂) to Brand Image (Z)	0.495	1.671	0,622	> 0,05	No significant effect	H2 = rejected
3	Facilities (X ₁) on Parents' Decision	0.730	1.671	0,468	> 0,05	No significant effect	H3 = rejected
4	Price (X ₂) on Parents' Decision	2.600	1.671	0,012	< 0,05	Significant effect	H4 = accepted
5	Brand Image (Z) on Parents' Decision	5.299	1.671	< 0,001	< 0,05	Significant effect	H5 = accepted

Source: Primary data processed (2024)

Table 15 F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1230.458	3	410.153	111.672	.000 ^b
	Residual	213.025	58	3.673		
	Total	1443.484	61			

Source: Processed primary data (2024)

The conclusion of the data above is that the value of $f_{count} 111.672 > f_{tabel} 2.764$ then the variable facilities (X1), price (X2), and *brand image* (Z) have a joint or simultaneous effect on the dependent variable parental decisions (Y) and If the significance value is $0.000 < 0.05$ then it can be concluded that there is a joint effect of the variable facilities (X1), price (X2) and *brand image* (Z) on parental decisions (Y).

Sobel Test

The Sobel test in this study was conducted to test the indirect effect of variable X to Y through Z. (Ghozali, 2018).

Table 16 Sobel Test

No	Sobel Test Statistic	Sig. One-Tailed Probability	p-value	Conclusion	Hypothesis
1	4.4217	0,00000490	< 0,05	Facilities (X ₁) have a significant effect on parents' decisions (Y) through <i>brand image</i> (Z)	H6 = accepted
2	0.49778132	0.30931909	> 0,05	Price (X ₂) has no significant effect on parents' decisions (Y) through <i>brand image</i> (Z)	H7 = rejected

Source: Data Processed by Researchers (2024)

Table 17 Coefficient Of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	.852	.845	1.916

Source: Data Processed by Researchers (2024)

Based on the table above, it can be seen that the Adjusted R Square value is 0.845. This means that the independent variables of facilities (X_1) and price (X_2) as well as the intervention variable brand image (Z) are able to project or influence the dependent variable of parental decisions (Y) by 84.5%.

While the remaining 15.5% is influenced by other factors not included in this study such as promotion, service quality and so on.

CONCLUSION

Based on the results of research and analysis that has been carried out regarding the Effect of Facilities and Prices on Parents' Decisions to Send Children to School and Brand Image as an Intervening Variable at Tabqha Christian Elementary School Batam, the following conclusions can be drawn:

1. Facilities have a positive and significant influence on brand image, meaning that the facilities provided by the school are able to enhance a positive image for the school.
2. Price has no significant effect on brand image, meaning that the effect of price on the school's brand image does not have a significant impact on the perception and positive image of the school in the eyes of parents, in other words, price changes have no effect on brand image.
3. Facilities do not have a significant effect on parents' decisions, meaning that the facilities provided by schools do not have a significant effect on parents' decisions to send their children to school.
4. Price has a positive and significant effect on parents' decisions, meaning that price plays an important role in shaping parents' decisions to send children to Tabqha Christian Elementary School.
5. Brand Image has a positive and significant effect on parents' decisions, meaning that a good school image will influence parents' decisions to send their children to Tabqha Christian Elementary School.
6. Facilities have a positive and significant influence on parents' decisions through brand image, meaning that adequate and quality facilities will improve the school's image in the eyes of the community, and this good image will influence parents to decide to send their children to Tabqha Christian Elementary School.
7. Price does not have a significant effect on parents' decisions through brand image, meaning that the price set by the school does not have a significant impact on parents' decisions to send their children to school.

SUGGESTION

1. Education is a place for the development of the younger generation in achieving their goals. The development of education if not balanced with the quality of the quality of education services that are maximized and even outstanding will experience a degradation of trust in the education service unit itself. The declining level of public trust will have an impact on the acquisition of new students or students in the next academic year. Facilities and the development of additional activities both in terms of non-academic should need to be improved so that the development of students' interests and talents grows according to their age development.
2. For future researchers, researchers hope that research development needs to be improved and the range of research expanded. In addition, the number of respondents should be increased for the quality of the expected research results. In research in the educational environment, there are many aspects that can be used as research references, for example on promotion, service quality, learning strategies, and others. Hopefully the results of this study will be taken into consideration and scientific studies in subsequent researchers.

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