



Analysis Of The Influence Of The Marketing Mix And Word Of Mouth On Parents' Decisions To Choose Educational Services (Case Study Of SD Muhammadiyah Binjai Hulu, Sintang Regency)

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ABSTRACT

Education is a structured journey designed to enhance awareness and transform the attitudes and behaviors of individuals or groups. Education serves as the cornerstone for the ongoing journey of life. It plays a significant part in forming people and is essential to the improvement of society, the country, and the state as a entirety. The point of this consider is to evaluate how much the showcasing blend and word of mouth affect parents' choices with respect to instructive administrations at SD Muhammadiyah Binjai Hulu. The strategy utilized for the investigate is quantitative. The research utilizes primary data collected through questionnaires. The participants in this research are the parents of students at SD Muhammadiyah Binjai Hulu, amounting to 100 respondents. The strategy of examination utilized is different straight relapse. The factors in this investigate incorporate free factors, particularly the promoting blend and word of mouth, beside the subordinate variable, which is the choice made by guardians with respect to the determination of instructive administrations at SD Muhammadiyah Binjai Hulu. The discoveries demonstrate that both the promoting blend and word of mouth emphatically and essentially impact parents' choices at the same time. Partial testing indicates that the marketing mix significantly affects parental decisions, with a computed t-value of 3.027 compared to a t-table value of 1.984.

INTRODUCTION

Education is a deliberate awareness-raising activity that aims to alter a person's or a group's attitudes and behaviors. The cornerstone of human existence that supports the growth of individuals, societies, nations, and states is education, which is the primary step for the guided continuation of life.

Educational institutions are developing at a fairly quick pace, which shows that society recognizes the value of early education. As a result, all parents work hard to select and give their kids the greatest education possible. One of the educational options available to parents who want to choose early childhood education for their kids is elementary school. Knowledge, potential development, intelligence, personality, noble character, and abilities required by the individual, society, nation, and state are all goals of education.

Not all locations or regions have equal and sufficient resources for education, and 3T areas—Frontier, Outermost, and Disadvantaged—become obstacles to the advancement of education. Presidential Regulation (PERPRES) Number 63 of 2020 specifies that six elements—community economy, human resources, facilities and infrastructure, regional financial capacity, accessibility, and regional traits—are utilized to assess whether an area is classified as disadvantaged. West Kalimantan Province is one of the 3T (Frontier, Outermost, and Disadvantaged) regions.

Table 1. Number of underdeveloped villages by province, 2019-2021

38 Province	Number of Underdeveloped Villages by Province (Village)								
	The Village Is Very Underdeveloped.			Underdeveloped Village			Amount		
	2021	2020	2019	2021	2020	2019	2021	2020	2019
Aceh	20	21	57	688	894	1653	708	915	1710
Sumatera Utara	321	401	605	1527	1765	1930	1848	2166	2535
Sumatera Barat	1	-	-	26	42	80	27	42	80
Riau	1	5	9	64	93	238	65	98	247
Jambi	3	4	5	83	111	174	86	115	179
Sumatera Selatan	-	1	7	137	247	445	137	248	452
Bengkulu	2	1	3	100	220	303	102	221	306
Lampung	-	-	-	25	87	180	25	87	180
Kep. Bangka Belitung	-	-	-	-	-	1	-	-	1
Kep. Riau	-	-	-	2	9	31	2	9	31
DKI Jakarta	-	-	-	-	-	-	-	-	-
Jawa Barat	-	-	-	1	5	27	1	5	27
Jawa Tengah	-	-	-	5	16	42	5	16	42
DI Yogyakarta	-	-	-	-	-	-	-	-	-
Jawa Timur	-	-	1	73	94	199	73	94	200
Banten	-	-	1	29	39	73	29	39	74
Bali	-	-	-	-	-	1	-	-	1
NTB	-	-	-	6	16	16	6	16	16
NTT	4	6	31	951	1121	1532	955	1127	1563
Kalimantan Barat	37	69	156	576	742	836	613	811	992
Kaliman Tengah	18	13	31	317	394	547	335	407	578
Kalimantan Selatan	9	9	20	106	129	280	114	138	300
Kalimantan Timur	-	1	1	89	110	213	89	111	214
Kalimantan Utara	41	41	52	181	223	247	222	264	299
Sulawesi Utara	-	-	-	45	71	134	45	71	134
Sulawesi Tengah	7	9	15	126	187	363	133	196	378
Sulawesi Selatan	1	4	5	108	163	188	109	167	193
Sulawesi Tenggara	4	6	12	136	202	305	140	208	317
Gorontalo	-	-	1	8	20	28	8	20	29

Sulawesi Barat	2	5	9	110	143	194	112	148	203
Maluku	26	41	122	418	507	566	444	548	688
Maluku Utara	4	11	29	302	375	473	306	386	502
Papua Barat	564	690	856	941	868	731	1505	1558	1587
Papua Barat Daya	-	-	-	-	-	-	-	-	-
Papua	3996	4131	4152	974	884	942	4970	5015	5094
Papua Selatan	-	-	-	-	-	-	-	-	-
Papua Tengah	-	-	-	-	-	-	-	-	-
Papua Pegunungan	-	-	-	-	-	-	-	-	-
Indonesia	5061	5469	6180	8154	9777	12972	13215	15246	19152

Source: Central Bureau of Statistics Indonesia, 2025

Eight regencies—Sambas, Bengkayang, Landak, Ketapang, Sintang, Kapuas Hulu, Melawi, and Kayong Utara—are classified under the 3T category (Frontier, Outermost, and Disadvantaged). The 3T classification (Frontier, Outermost, and Disadvantaged) encompasses Sintang Regency. Ambalau, Binjai Hulu, Dedai, Kayan Hilir, Kayan Hulu, Kelam Permai, Ketungau Hilir, Ketungau Hulu, Ketungau Tengah, Serawai, Sepauk, Sintang, Sungai Tebelian, dan Tempunak termasuk dalam 14 kecamatan yang membentuk Kabupaten Sintang. The primary attention of this research is on Muhammadiyah Binjai Hulu Elementary School located in Sintang Regency.

Children are a country's most valuable resource, and they need to be well-educated. The finest education is determined in part by parents. It goes without saying that every parent wants their child to attend the best school. When choosing a school for their children, parents don't want to make a mistake. Selecting a good and appropriate school is undoubtedly a difficult undertaking, something simple, as a result of the numerous factors taken into account while selecting a school.

Numerous prior research have investigated the impact of the marketing mix and word of mouth on decision-making. Among these is a study by (Nurul Izzati & Abdi Triyanto, 2024) that demonstrates that parents' decisions to choose SMPIT Ihsanul Fikri Mungkid Fajri school are significantly influenced by the variables of product, promotion, people, and process, whereas price, location, and tangible evidence have no discernible effect. At the same time, parents' decisions to choose SMPIT Ihsanul Fikri Mungkid school are influenced by the following factors: people, procedure, price, place, promotion, product, and tangible proof. Meanwhile, investigate has illustrated that word-of-mouth plays a noteworthy part in forming shopper acquiring choices at Angkringan Cah Saiki Bekasi. (Arafah & Subali, 2023).

LITERATURE REVIEW

Marketing Mix

According to (Assauri 2019), He states that one of the components of a marketing strategy is the marketing mix, which refers to the approach used by the company to decide how to present and offer products to the targeted market segment its marketplace (Ummah, 2019). according to (Hurriyati, 2017) that the marketing mix is an important internal element important elements that shape an organization's marketing program (Suwarni, Aprika, & Indriasari, 2020). As stated by Kotler (2009;101), the Marketing Mix comprises a collection of marketing instruments employed by businesses to consistently attain their marketing goals within the target market. (Christine & Budiawan, 2017). The marketing mix (7P) enhances the traditional marketing mix idea, which originally comprised just four elements: product, price, promotion, and place (Nurhayaty, 2022). Lupiyoadi (2016) suggests that the marketing mix serves as a vital tool for companies, encompassing various elements of marketing activities. Considering these elements is essential for successfully implementing marketing strategies and achieving effective

positioning. (Raja, Ria, Raja, Silaen, & Zebua, 2023). A marketing mix is a set of factors that a business utilizes to affect how customers respond to its offerings. (Puspita Sari & Fajarindra Belgiawan, 2024). The development of the times, the marketing mix has evolved into 7 factors where the additional 3 factors are people, physical evidence, and process. According to Zeithaml and Bitner (2008) in Priansa (2021: 37): they state that service marketing consists of:

- Product
It is a blend of products and services provided by the business to its intended audience.
- Place/Distribution Channel
It involves the organization and execution of the distribution program.
- Promotion
Advancement is an endeavor attempted by the company to communicate the offerings it gives .
- Price
Cost is the as it were component of the promoting blend that produces income .
- People
They are the individuals who provide valuable insights to fellow customers about the quality of the service they have received from the company..
- Physical Evidence
It is an element that noticeably enhances the pleasure of acquiring and utilizing the provided service product.
- Process
The process is the method through which the service's value is provided to its users.

Word of Mouth

According to Marissa et al. (2022: 97): Word-of-mouth marketing involves using talkers, topics, tools, participation, and tracking both offline and online to encourage customers to talk about, promote, and suggest a product or service based on their own experiences using or buying it.. Winalda & Sudarwanto (2022) state that word of mouth serves as a method to promote a product by sharing verbal information regarding the advantages of a bought good or service (Safitri, Sudirman, & Angin, 2024). Word of Mouth refers to an informal communication method involving friends, neighbors, coworkers, and family (Lisa Sulistiawati, Guasmin, & Cahyaning Raheni, 2022). According to Kotler and Keller (2009), word of mouth (WOM), or oral communication, refers to the process of sharing information—either individually or collectively—about a product or service, with the goal of conveying personal insights. (Pilipus, Aransyah, & ..., 2021). As stated by Kotler & Keller (2009:512), word of mouth marketing is a form of marketing conducted through intermediaries from one individual to another, whether spoken, written, or communicated electronically, concerning the experience of acquiring services or the experience of using products or services (Toruan, 2018). According to Kotler and Keller (2007), word of mouth communication (WOM) involves the sharing of recommendations—either individually or collectively—about a product or service to express personal insights. (Cahyani, Utami, & Lestari, 2022). Agreeing to Hendra et al. (2022), word of mouth could be a normal behavior illustrated by shoppers who encounter items and administrations that meet or surpass their desires, coming about in positive discussions with those around them (Arafah & Subali, 2023). Kotler and Keller Word Of Mouth (2009:512) is a means of communication that occurs verbally and in writing, either directly or via electronic channels within the community (Saputra, 2023). There are five elements of Word of Mouth, which include:

1. Speaker
2. Topic
3. Tool
4. Participation
5. Supervision

Decision

Concurring to Tjiptono (2014:21), the method of making a buy choice unfurls in a arrangement of steps. It starts with the shopper recognizing a require, taken after by inquiring about data around items or particular brands. The shopper at that point assesses how well each elective can illuminate their issue, eventually leading to a choice to create a buy (Gunarsih, Kalangi, & Tamengkel, 2021).

According to Kotler & Armstrong (2016), Consumer behavior is the study of how people, groups, and organizations choose, acquire, utilize, and discard products, services, concepts, or experiences to fulfill their needs and desires. (Purchase choices are very important for shopping behavior Customer behavior is an investigation into how individuals, social orders, and affiliations choose, buy, use, and how goods, organizations, thoughts, or experiences to address their problems and needs) (Thadsyah & Batu, 2022). Concurring to Tjiptono (2014:21), the method of making a buy choice includes a arrangement of steps . It starts with customers recognizing their require, taken after by the explore for data around particular items or brands . They at that point assess how well each alternative can unravel their issue, which eventually leads to their last buy choice . (Gunarsih et al., 2021).

In Peter and Olson (Asrizal & Muhammad, 2018), purchase decision is an integrative interaction that consolidates information to evaluate at least 2 alternative choices and then selects one of them (Mustika Sari & Prihartono, 2021). According to (Kotler and Armstrong, 2008).Purchase decision is buying the brand the most liked or the most famous among those products (Sondakh et al., 2022).

As stated by (Kotler & Armstrong, 2016), buying decisions reflect consumer actions concerning how people, collectives, and entities select, acquire, and utilize products, services, concepts, or experiences to fulfill their needs and wants (Pratiwi, Junaedi, & Prasetyo, 2021). As per Kotler and Armstrong (2016), consumer buying choices involve selecting the preferred brand from various options available, yet numerous factors can affect the purchasing decision, including price (Mulyadi, 2022).

According to Assuari (1996:130), the process of making a purchase decision entails evaluating what needs to be acquired and whether a purchase is necessary. This decision is influenced by previous actions and experiences. (Yesi S, 2020). According to (Wicaksono et al., 2023), Buying choices are consumer behavior trends that guide and track the decision-making process among two or more product options to fulfill the consumer's needs (Kholiqoh, Sa'adah, Surohit, Amrullah, & Sanjaya, 2024).

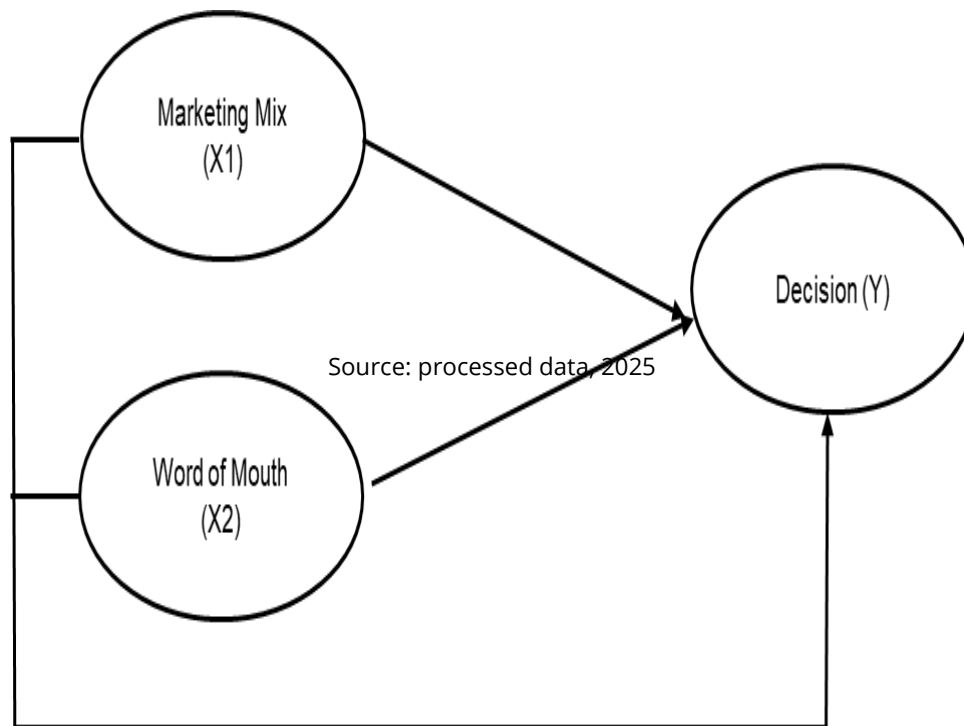
As stated by Kotler and Armstrong (2014), buying decisions originate from the reflections of individuals customers assessing different alternatives and choosing a product from numerous selections (Hananto, 2021).

According to Kotler and Armstrong (2012) in Priansa (2021: 87): "The stages of the purchasing decision process consist of":

- Problem Recognition
The buying choice begins with the needs and needs of the shopper, who in this circumstance recognizes the crevice between the current condition and the favored condition .
- Information Search
Once consumers recognize the necessity for a specific product, they subsequently look for information, either from their own understanding or from outside sources.
- Alternative Evaluation
Following the acquisition of information, consumers assess different alternative choices to satisfy those requirements.
- Purchase Decision
If no other influencing factors arise after the consumer has made their pre-established decision, then the actual purchase is the end outcome of the search and assessment that has taken place.

- Post-Purchase Evaluation
If the bought item does not meet the anticipated satisfaction, the buyer will shift their perspective on the brand of that item to a negative stance.
- Research Framework
This study examines how the marketing mix and word of mouth influence parental decisions.

Figure 1: Research Framework



Conceptual Framework

The Relationship Between The Marketing Mix (X1) And Decision (Y)

The marketing mix is a grouping of elements within it that serve as decision-making factors. Lupiyoadi (2016) suggests that the marketing mix serves as an important tool for companies, encompassing various elements of marketing activities. Considering these elements is crucial for successfully implementing marketing strategies and achieving an effective position. (Raja et al., 2023).

H1 = Parental decisions are positively impacted by the marketing mix. The study's findings (Nurul Izzati & Abdi Triyanto, 2024) demonstrate that the marketing mix affects parental choices. The research conducted by (Tulong, Areros, & Tamengkel, 2022) reveals that there is a favorable and considerable influence of the marketing mix on purchasing decisions.

The Relationship Between Word Of Mouth (X2) And Decision (Y)

Word-of-mouth marketing is an endeavor to get customers to talk about, advertise, and suggest a product or service both online and offline based on their own experiences using or buying it. According to Kotler and Keller (2009), word of mouth (WOM), or oral communication, refers to the process of disseminating information—either individually or collectively—about a product or service, with the objective of communicating personal perspective. (Pilipus et al., 2021).

H2 = Decisions are positively impacted by word-of-mouth. The research conducted by (Arafah & Subali, 2023) indicated that word of mouth has a substantial impact on decisions. The research conducted by (Joesyiana, 2018) demonstrates that there is a strong influence of Word

Of Mouth on Consumer Purchase Decisions through the Shopee Online Shop Media in Pekanbaru. The research conducted by (Putri & Hayu, 2024) discovered that green shopping is positively and significantly impacted by environmental understanding.

The Relationship Between The Marketing Mix (X1) And Word Of Mouth (X2) On Decision-Making (Y)

When a consumer is preparing to buy a product or use a service, they go through a number of mental and physical processes that influence their decision. The process of making a purchase choice entails determining what must be acquired and whether the purchase is required, claims Assuari (1996:130).

This choice is impacted by prior deeds and experiences .(Yesi S, 2020). H3 = Decisions are positively impacted by the marketing mix and word-of-mouth. According to (Adiputra, 2017) research, decisions are significantly influenced by the marketing mix and word-of-mouth.

METHODS

This research utilizes a type of associative quantitative descriptive methodology. According to (Siregar, 2020: 15): "This is a study aimed at understanding the relationship between two or more variables." To gather data for this study, the population and sample were referenced at SD Muhammadiyah Binjai Hulu in Sintang Regency. As per Sugiyono (2022: 80): "Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then concluded." In contrast, as stated by Sugiyono (2022: 81): "A sample is a part of the number and characteristics possessed by that population." This inquires about utilizing an overview strategy, wherein a total of 100 members fill out a survey outlined for information collection. In this inquires about, the components related are the Promoting Blend (X1) and Word of Mouth (X2) concerning Choice (Y) .

Data Analysis Technique

1. Validity Test
2. Reliability Test
3. Classic Assumption Test
 - a. Normality Test
 - b. Linearity Test
 - c. Multicollinearity Test
4. Multiple Linear Regression Analysis
5. Hypothesis Test
 - a. Correlation Coefficient (R)
 - b. Coefficient of Determination (R²)
 - c. Simultaneous Test (F Test)
 - d. Partial Test (t Test)

RESULTS

In this research, a total of 100 participants completed the survey. Most of the respondents were female, representing 71%, while males made up 29%.

Validity Test

The aim of the validity test is to assess the legitimacy of the questionnaire.

Table 2. Validity Test

No	Item	Calculated r Correlation Result	R table (5%)	Explanation
1.	X1.1	0,7491	0,51	Valid
2.	X1.2	0,6704	0,51	Valid
3.	X1.3	0,5556	0,51	Valid
4.	X1.4	0,6463	0,51	Valid
5.	X1.5	0,6542	0,51	Valid
6.	X1.6	0,5579	0,51	Valid
7.	X1.7	0,6432	0,51	Valid
8.	X1.8	0,6443	0,51	Valid
9.	X1.9	0,6722	0,51	Valid
10.	X1.10	0,7300	0,51	Valid
11.	X1.11	0,7075	0,51	Valid
12.	X1.12	0,6462	0,51	Valid
13.	X2.1	0,6739	0,51	Valid
14.	X2.2	0,6643	0,51	Valid
15.	X2.3	0,6506	0,51	Valid
15.	X2.4	0,7073	0,51	Valid
17.	X2.5	0,5294	0,51	Valid
18.	X2.6	0,6079	0,51	Valid
19.	X2.7	0,6719	0,51	Valid
20.	X2.8	0,6311	0,51	Valid
21.	X2.9	0,5579	0,51	Valid
22.	Y1.1	0,5245	0,51	Valid
23.	Y1.2	0,6300	0,51	Valid
24.	Y1.3	0,6693	0,51	Valid
25.	Y1.4	0,5460	0,51	Valid
26.	Y1.5	0,5665	0,51	Valid
27.	Y1.6	0,6249	0,51	Valid
28.	Y1.7	0,7477	0,51	Valid
29.	Y1.8	0,6804	0,51	Valid
30.	Y1.9	0,6105	0,51	Valid
31.	Y1.10	0,6053	0,51	Valid
32.	Y1.11	0,5546	0,51	Valid
33.	Y1.12	0,6566	0,51	Valid

Source: Processed Data SPSS, 2025

Every assertion regarding the Marketing Mix factor, Word of Mouth, and Decision shows a rcount value exceeding rtable (0.51), evident from the data table above. As a result, they are deemed valid in accordance with the study's provisions for each variable.

Reliability Test

The consider utilizes the Cronbach's Alpha strategy to evaluate unwavering quality.

Table 3. Reliability Test

No	Variable	Value Crombach's Alpha	N of Item	Explanation
1.	Bauran Pemasaran	3,2122	12	Reliabel
2.	Word Of Mouth	0,8118	9	Reliabel
3.	Keputusan	0,8492	12	Reliabel

Source: Processed Data SPSS, 2025

The Marketing Mix variable (X1), Word of Mouth (X2), and Decision (Y) all have Cronbach's Alpha values more than 0.60, indicating their reliability.

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.70363849
Most Extreme Differences	Absolute	.083
	Positive	.081
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.084 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
Source: Processed Data SPSS, 2025		

Concurring to the data given, the importance esteem of the Kolmogorov-Smirnov test is 0.084, which is more noteworthy than the limit of 0.05.

Linierity Test

Table 5. Linierity Test Result for Marketing Mix Variable (X1) and Decision (Y)

ANOVA Table			Sum of Squares	df	Mean Square	F	Si g.
Decision Marketing Mix *	Between Groups	(Combined)	770.399	16	48.150	2.177	.012
		Linearity	567.358	1	567.358	25.652	.000
		Deviation from Linearity	203.041	15	13.536	.612	.857
	Within Groups		1835.761	83	22.118		
Total		2606.160	99				

Source: Processed Data SPSS, 2025

The test comes about uncover a solid direct relationship between the promoting blend variable (X_1) and choice (Y), as prove by a Deviation from Linearity centrality esteem of 0. 857, which is more prominent than 0. 05 .

Table 6. Linierity Test Result For Word Of Mouth Variable (X2) And Decision (Y)

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Decision * Word of Mouth	Between Groups	(Combined)	770.399	16	48.150	2.177	.012
		Linearity	468.977	1	468.977	21.204	.000
		Deviation from Linearity	301.422	15	20.095	.909	.558
	Within Groups		1835.761	83	22.118		
	Total		2606.160	99			

Source: Processed Data SPSS, 2025

Given that the centrality esteem for Deviation from Linearity within the previously mentioned test comes about is 0. 558, which is greater than 0. 05, able to conclude that there's a noteworthy straight relationship between the choice (Y) and the word-of-mouth variable (X2) .

Multicollnerity Test

Testing for multicollinearity recommends that multicollinearity is truant when the Fluctuation Expansion Figure (VIF) is underneath 10 and the Resistance esteem is accessible .

Table 7. Multicollnerity Test Result

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Marketing Mix	.770	1.298
	Word Of Mouth	.770	1.298

a. Dependent Variable: Decision

Source: Processed Data SPSS, 2025

The earlier test results indicate that the marketing mix variable (X_1) and the word-of-mouth variable (X_2) both have a tolerance value of 0. 770. Additionally, both variables also share a VIF value of 1. 298..

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	11.908	5.552		2.145	.034
	Marketing Mix	.303	.100	.288	3.027	.003
	Word Of Mouth	.588	.150	.373	3.921	.000

a. Dependent Variable: Decision

Source: Processed Data SPSS, 2025

Based on the over test comes about, the taking after numerous straight relapse demonstrate is gotten :

$$Y = 11.908 + 0.303X_{\{1\}} + 0.588X_{\{2\}}$$

Correlation Coefficient (R)

Table 9. Correlation Coefficient (R) Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.311	4.259
a. Predictors: (Constant), Word Of Mouth, Marketing Mix Source: Processed Data SPSS, 2025				

The relationship coefficient esteem of 0.570, which ranges from 0.50 to 0.699 and demonstrates a solid relationship, can be utilized to decide the degree of closeness of the affiliation based on the test discoveries over .This suggests a strong connection between the elements of the marketing mix and word-of-mouth in parental decision-making.

Coefficient of Determination (R2)

Table 10. Coefficient of Determination (R2) Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.311	4.259
a. Predictors: (Constant), X2, X1 Source: Processed Data SPSS, 2025				

The test results above show a coefficient of determination (R2) value of 0.325.This shows that word-of-mouth and the marketing mix can impact 32.5% (1 x 0.325 x 100%) of the decision to choose SD Muhammadiyah Binjai Hulu, while the remaining 67.5% (100 - 32.5) can be influenced.

Simultaneous Test (F Test)

Table 11. Simultaneous Test (F Test) Result

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	846.353	2	423.177	23.325	.000 ^b
	Residual	1759.807	97	18.142		
	Total	2606.160	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Processed Data SPSS, 2025

Given that the noteworthiness esteem is 0. 000 and the Table F esteem is 3. 93 within the test results said over, ready to conclude that both word-of-mouth and the showcasing blend have a critical concurrent impact on parental choices .

Partial Test (t Test)**Table 12. Partial Test (t Test) Result**

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.908	5.552		2.145	.034
	X1 Marketing Mix	.303	.100	.288	3.027	.003
	X2 Word of Mouth	.588	.150	.373	3.921	.000

a. Dependent Variable: Y

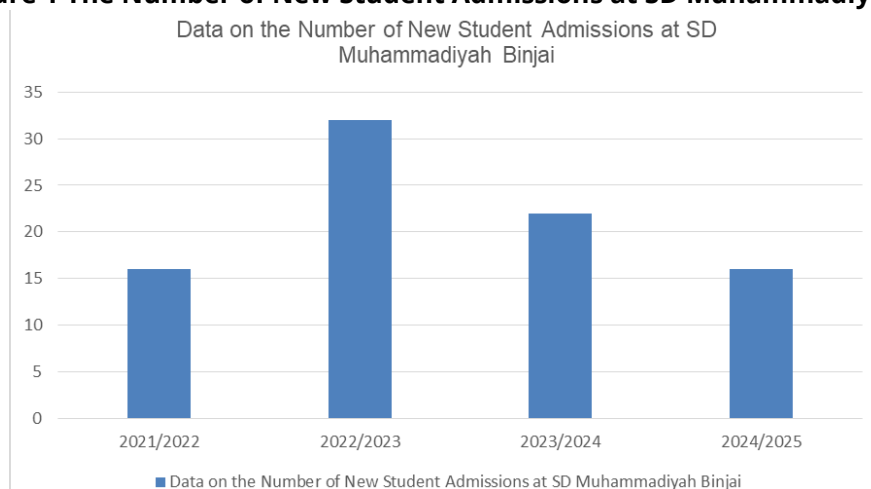
Source: Processed Data SPSS, 2025

The t-test conducted for the promoting blend variable (X1) yielded a t-value of 3.027, which outperforms the t-table esteem of 1.984, as demonstrated within the comes about displayed over. . It features a essential fractional impact on parental choices, illustrated by a noteworthiness esteem of 0.003. The t-test comes about demonstrate that the evaluated t-value for the word-of-mouth variable (X2) is 3.921, altogether outperforming the basic table t-value of 1.984. The p-value of 0.000 proposes a considerable halfway impact on parental choices.

Table 13. Data on the Number of New Student Admissions at SD Muhammadiyah Binjai

No	Academic Year	Amount
1	2021/2022	16
2	2022/2023	32
3	2023/2024	22
4	2024/2025	16

Source: SD Muhammadiyah Binjai Hulu, 2025

Figure 1 The Number of New Student Admissions at SD Muhammadiyah Binjai

Source: SD Muhammadiyah Binjai Hulu, 2025

DISCUSSION

The Influence of the Marketing Mix on Parental Decision-Making

T calculated > t table or the significance threshold ($0.003 < 0.05$) is derived from the outcomes of separate assessments utilizing the t-test on the marketing mix in relation to parental choices. The t value is 3.027, while the t table value is 1.984.

The Influence of Word of Mouth on Parental Decision-Making

The calculated t-value surpasses the basic esteem found within the t-table, demonstrating factual noteworthiness with a p-value of 0.000. This revelation demonstrates that parental choices are incredibly impacted by word-of-mouth.

The influence of the marketing mix and word of mouth on parents' decisions to choose educational services at SD Muhammadiyah Binjai

According to the test, SD Muhammadiyah Binjai's marketing mix and word-of-mouth have a F value of 23.325, which is greater than 3.09. The significance value of 0.000 that was achieved is less than 0.05. This indicates that parents' decisions to select educational services at SD Muhammadiyah Binjai are significantly influenced by the marketing mix and word-of-mouth.

CONCLUSION

The findings of this research can be succinctly summarized as follows, drawing from the analysis and discussion provided in the previous section.:

1. Parents' choices of educational services at SD Muhammadiyah Binjai Hulu are significantly influenced by the marketing mix elements.
2. When parents are choosing educational services at SD Muhammadiyah Binjai Hulu, the word-of-mouth factor plays a big role.
3. Parents' decisions to select educational services at SD Muhammadiyah Binjai Hulu are significantly influenced by both word-of-mouth and the marketing mix elements.

SUGGESTION

1. For the School Authority

It is recommended that the school host an open house or visitation event for parents of potential students so they may observe the classroom in person and ask questions about the education their children will receive. To help new parents better adjust to and comprehend the educational process at SD Muhammadiyah Binjai Hulu, the school can also create an orientation program.

2. For Further Researchers

In order to further refine this research, it is believed that future researchers will be able to incorporate more factors that affect parents' decisions to pick educational services at SD Muhammadiyah Binjai Hulu.

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