

## The Effect of Physical Evidence and Price on Parents' Decision to Enroll Their Children at Smpit Al-Mumtaz Pontianak

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### ABSTRACT

This study investigates the impact of price and physical evidence on the decision of parents to enroll their children in SMPIT Al-Mumtaz Pontianak. The sample size is 100 participants, and the methodology employed is quantitative associative. Multiple linear regression was employed to analyze the data, with the equation  $Y = 1.352 + 0.269X_1 + 0.352X_2$ . Data were collected through questionnaires. According to the findings, the correlation coefficient (R) value of 0.612 indicates that the relationship between Physical Evidence and Price and Parents' Decision is classified as strong. According to the coefficient of determination ( $R^2$ ) value of 0.375, the two variables account for 37.5% of the variation in Parents' Decision, with the remaining portion being influenced by other variables. The simultaneous test demonstrates a substantial effect, while the partial test indicates that Parents' decisions also are influenced by Price and Physical Evidence.

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## INTRODUCTION

The phenomenon of education shows that the educational process is not only related to the development of academic aspects, but also includes the formation of students' character, morals, and social aspects through the involvement of various parties, including families and educational institutions (Siregar & Hasibuan, 2024). In this context, parents play a role as the main decision makers in determining the choice of educational institution for their children, by considering various aspects considered relevant to the overall development of the child (Aulia et al., 2024). Along with the increasing number of educational institutions, especially private schools, the school selection process by parents has become increasingly complex because it involves various available alternatives (Jasmani & Najmah, 2025).

In a more specific context, Integrated Islamic Junior High Schools (SMPIT) exist as a form of integration between the national curriculum and Islamic educational values that emphasize a balance between students' academic, spiritual, and moral aspects (Rahman et al., 2024). One implementation of this concept is found at SMPIT Al-Mumtaz Pontianak, which integrates academic programs with religious guidance and Islamic character building in daily learning activities (Data SMPIT Al-Mumtaz Pontianak, 2025). In addition, the existence of various supporting learning facilities and a conducive educational environment is part of the services offered by the school to the community (Azzahra et al., 2025).

Empirical problems arise in the context of competition among educational institutions in Pontianak Kota District, which has 17 junior high school-level educational units, consisting of public and private schools, thereby creating highly competitive conditions in attracting parents' interest (Ministry of Primary and Secondary Education, 2025). Data show that the number of students at SMPIT Al-Mumtaz decreased from 395 students in the 2022/2023 academic year to 356 students in the 2024/2025 academic year. Furthermore, the applicant count fluctuated, rising from 125 students in 2022/2023 to 139 students in 2023/2024, and subsequently declining to 133 students in 2024/2025 (Data SMPIT Al-Mumtaz Pontianak, 2025).

These conditions indicate empirical relevance related to the dynamics of parents' decisions in choosing schools, which are not fixed but can change along with various factors that influence perceptions of educational services (Aulia et al., 2024). Changes in the number of students and applicants reflect variations in parents' preferences toward schools available in the same area (Ministry of Primary and Secondary Education, 2025). In addition, the existence of physical facilities as part of educational services and the tuition fee structure applied by the school are factors that can be directly observed and felt by parents in the decision-making process (Setiawan, 2025).

Previous studies show variations in findings regarding the effect of physical evidence and price on parents' decision as the dependent variable. Leindarita (2022) discovered that tangible evidence has a partial impact on the decision-making process of parents, whereas Izzati & Triyanto (2024) demonstrated that this variable does not have a significant impact. Differences in

findings also occur in the price variable, where Dhiaulhaq (2021) found a strong and significant effect, while Yadit (2022) showed no partial effect. On the other hand, studies by Fatmoko et al. (2025) and Izzati & Triyanto (2024) show that simultaneously physical evidence and price affect parents' decision. These variations in findings indicate inconsistency in previous research results, so retesting is needed in different contexts and locations to obtain a more specific empirical understanding.

Based on this gap, this study places the variables of physical evidence and price as the focus of analysis in the context of parents' decision to choose SMPIT Al-Mumtaz Pontianak. This approach utilizes empirical data related to school facilities, tuition fee structure, and the dynamics of student numbers as the basis for analysis in understanding the relationship between variables. Furthermore, this study also examines the context of competition among educational institutions in Pontianak Kota District as part of the external environment that influences parents' decision (Ministry of Primary and Secondary Education, 2025).

The objective of this study is to evaluate the impact of physical evidence and price on the decision of parents to enroll their children in SMPIT Al-Mumtaz Pontianak City. The analysis is conducted by referring to empirical data related to school facilities, tuition fee structure, and the dynamics of applicants and student numbers during the 2022/2023 to 2024/2025 academic years. In the context of competition among educational institutions in Pontianak, this study operates by investigating the correlation between tangible evidence and price variables and the decisions of parents.

## LITERATURE REVIEW

### *Physical Evidence*

Physical evidence is defined as tangible elements that can be seen and directly felt by consumers and that influence decisions in purchasing and using the products or services offered (Kotler & Armstrong, 2015 in Manap et al., 2023). In the service context, physical evidence includes the service delivery environment that enables interaction between the company and customers, including various tangible elements that support service performance and communication, and in education represents the school environment with tangible elements that support the effectiveness of the learning process (Wijaya, 2012). In addition, the existence of adequate physical evidence is also related to consumer behavior in making purchases and contributes to increased sales and company competitiveness (Rivaldo & Yusman, 2021).

In this study, physical evidence is measured using five dimensions, namely facilities, design of delivery, equipment, furniture, and artifacts (Kotler & Armstrong, 2015 in Manap et al., 2023). These dimensions represent the concrete forms of services received by consumers in the educational service environment. The relationship between physical evidence and parents' decision is shown in the study by Leindarita (2022), which states that physical evidence partially affects parents' decision in choosing Rumah Tahfidz Ahlul Qur'an Kota Tanjungpinang. On the other hand, Izzati and Triyanto (2024) discovered that the

decision of parents to enroll their children in SMPIT Ihsanul Fikri Mungkid is not significantly influenced by physical evidence.

**H1:** Physical Evidence affects parents' decision to enroll their children at SMPIT Al-Mumtaz Pontianak.

### *Price*

Kotler and Armstrong (2008) define price as the quantity of value that consumers must exchange in order to obtain the benefits of using or owning a product or service. In accordance with this, price is also defined as the aggregate of the expenses that consumers incur in order to acquire benefits, ownership, or the use of a product or service (Putra et al., 2022). In the context of perception, price is understood as how consumers interpret price information as a whole and give meaning to it, which in the evaluation process is influenced by consumer characteristics and behavior (Putri et al., 2024).

In this study, price is assessed using five metrics: price affordability, price competitiveness, price suitability with product quality, price suitability with benefits, and the impact of price on consumer decisions (Kotler, 2008 in Indrasari, 2019). These indicators describe how consumers evaluate price in relation to the value received from a service. These indicators illustrate the manner in which consumers assess the value of a service in relation to its price. Dhiaulhaq (2021) demonstrated that the price has a strong and significant impact on the decision of parents to select SD Ihsaniyah Gajahmada Kota Tegal. However, Yadit (2022) stated that price partially does not show an effect on parents' decision in choosing Rumah Tahfidz Ahlul Qur'an Kota Tanjungpinang.

**H2:** Price affects parents' decision to enroll their children at SMPIT Al-Mumtaz Pontianak.

### *Parents' Decision*

Parents' decision in this study refers to the decision-making process as a basic psychological process that explains how consumers actually determine purchasing choices (Kotler & Armstrong, 2016). This decision reflects consumer behavior in forming intentions and choosing the most preferred product or service (Kristiani, 2016). In this context, decision making is also understood as a cognitive process in the form of conscious selection among various alternatives based on certain considerations, involving thinking activities such as remembering, assessing, and evaluating in determining actions (Diani et al., 2021).

The five stages of this process are as follows: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Armstrong, 2016). Within the framework of this study, parents' decision is positioned as the dependent variable influenced by physical evidence and price factors. Previous research has demonstrated that the marketing mix contains numerous factors that influence the decision of parents, who serve as the dependent variable. Fatmoko et al. (2025) stated that physical evidence and price simultaneously affect parents' decision in choosing educational services. In addition, Izzati and Triyanto (2024) discovered that

parents' decisions regarding schools are simultaneously influenced by the variables of price and physical evidence.

**H3:** Physical Evidence and Price simultaneously affect parents' decision to enroll their children at SMPIT Al-Mumtaz Pontianak.

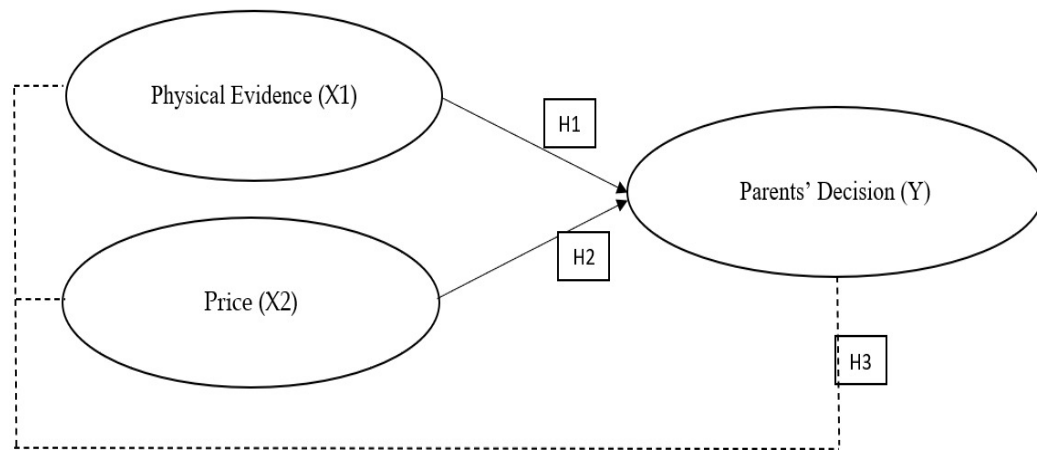


Figure 1. Conceptual Framework

## METHODOLOGY

This research employs an associative approach (Sujarweni, 2025) to identify the relationship and impact of price and tangible evidence on the decision-making process of parents (Sujarweni, 2025). Primary data (Sujarweni, 2025) is derived from interviews and questionnaires, while secondary data is sourced from school documents, including tuition fees, facility conditions, and the number of students. The research population includes all parents of students at SMPIT Al-Mumtaz Pontianak, with a sample of 100 participants. The sample was selected through a proportional stratified random sampling approach, utilizing the Slovin formula and probability sampling technique (Sugiyono, 2023; Sujarweni, 2025). The research variables consist of physical evidence (X1) and price (X2) as independent variables, and parents' decision (Y) as the dependent variable.

A Likert scale with five levels of assessment is employed to measure participants' perceptions of the research variables in data measurement (Sugiyono, 2023). Sujarweni (2025) and Ghozali (2018) conducted instrument testing stages that included validity and reliability tests, as well as classical assumption tests that included normality, linearity, and multicollinearity tests. Therefore, data analysis was conducted through these stages. Additionally, using the model  $Y = a + b_1X_1 + b_2X_2 + e$ , multiple linear regression analysis was implemented to evaluate the impact of price and physical evidence on parents' decisions. In order to ascertain the strength of the relationship and the impact of each variable on the decision of parents to enroll their children at SMPIT Al-Mumtaz Pontianak City, hypothesis testing was conducted using the correlation coefficient test, coefficient of determination, simultaneous test (F), and partial test (t) (Sugiyono, 2023; Ghozali, 2018).

## RESEARCH RESULT

### Test Research Instruments

#### a. Validity Test

The validity test was implemented to evaluate the capacity of each questionnaire item to accurately represent the research variable by examining the correlation between item scores and total scores. The validity of the r-count value was assessed by comparing it to the r-table. The r table value was 0.196, with a degree of freedom (df) of 98 (n = 100) and a significance level of 0.05. Table 1 displays the validity test results for all statement items in each variable.

**Table 1. Validity Test Results**

Variable	Indicator	r-count	r-table	Description
Physical Evidence (X1)	X1.1	0.777	0.196	Valid
	X1.2	0.794		
	X1.3	0.661		
	X1.4	0.412		
	X1.5	0.597		
	X1.6	0.696		
	X1.7	0.647		
	X1.8	0.669		
	X1.9	0.599		
	X1.10	0.485		
	X1.11	0.590		
	X1.12	0.777		
Price (X2)	X2.1	0.586	0.196	Valid
	X2.2	0.535		
	X2.3	0.459		
	X2.4	0.494		
	X2.5	0.526		
	X2.6	0.360		
	X2.7	0.635		
	X2.8	0.508		
	X2.9	0.625		
	X2.10	0.710		
	X2.11	0.655		
Parents' Decision (Y)	Y.1	0.562	0.196	Valid
	Y.2	0.557		
	Y.3	0.717		
	Y.4	0.712		
	Y.5	0.779		
	Y.6	0.563		
	Y.7	0.717		
	Y.8	0.714		
	Y.9	0.648		
	Y.10	0.628		

*Source: Processed Data, 2026*

Based on the validity test above, all statement items in the variables Physical Evidence (X1), Price (X2), and Parents' Decision (Y) have r-count values that exceed r-table (0.196). Consequently, all items are deemed valid and appropriate for use as research instruments.

### b. Reliability Test

In order to assess the consistency of the research instrument, the Cronbach's Alpha method was implemented, with an alpha value exceeding 0.60 serving as the reliability criterion. The results of the reliability tests for all variables are reported below.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
Physical Evidence (X1)	0.934	12	0.60	Reliable
Price (X2)	0.946	11		
Parents' Decision (Y)	0.926	10		

*Source: Processed Data, 2026*

The variables Physical Evidence (X1), Price (X2), and Parents' Decision (Y) have Cronbach's Alpha values exceeding 0.60, as indicated by the reliability test results above. This demonstrates that the reliability criteria have been met by all statement items in each variable, thereby certifying the research instrument as consistent and suitable for data collection.

### Classical Assumption Test

#### a. Normality Test

The Kolmogorov-Smirnov method was employed to determine whether the research data were normally distributed through the normality test. The data are classified as normal if the significance value exceeds 0.05. The SPSS analysis-based normality test results are represented below.

**Table 3. Normality Test Results**

Test	Value
N (Sample)	100
Test Statistic	.059
Asymp.Sig.(2-tailed)	.200 <sup>c</sup>

*Source: Processed Data, 2026*

The Asymp. was determined by the normality test above. Signature. The value obtained with two tails is 0.200, which exceeds the significance level of 0.05. This demonstrates that the data in the study are typically distributed.

#### b. Linearity Test

It was determined whether the relationship between the independent and dependent variables is linear by conducting the linearity test using the Test for Linearity method. The relationship is declared linear if the significance value of

Linearity is less than 0.05 and the Deviation from Linearity is greater than 0.05. The linearity test results, as determined by SPSS analysis, are summarized below.

**Table 4. Linearity Test Results**

Variable	Linearity	Deviation from Linearity	Description
Parents' Decision * Physical Evidence	.000	.122	Linear
Parents' Decision * Price	.000	.057	

*Source: Processed Data, 2026*

The dependent variable Parents' Decision is linearly related to the two independent variables in this study, namely Price and Physical Evidence, as indicated by the linearity test results above.

- 1) A significant relationship exists between the Physical Evidence (X1) variable and Parents' Decision (Y). Linearity value of 0.000 ( $< 0.05$ ) and Sig. The relationship between the two variables is linear, as evidenced by the Deviation from Linearity value of 0.122 ( $> 0.05$ ).
- 2) A Sig is observed in the relationship between the Price (X2) variable and Parents' Decision (Y). Linearity value of 0.000 ( $< 0.05$ ) and Sig. The relationship between the two variables is linear, as evidenced by the Deviation from Linearity value of 0.057 ( $> 0.05$ ).

### c. Multicollinearity Test

The multicollinearity test was implemented to ascertain whether the accuracy of coefficient estimation may be compromised by a correlation among independent variables in the regression model. The results of the multicollinearity test, as determined by SPSS analysis, are summarized below.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF
Physical Evidence	.727	1.375
Price	.727	1.375

Dependent Variable: Parents' Decision

*Source: Processed Data, 2026*

The variables Physical Evidence (X1) and Price (X2) have a VIF value of 1.375 ( $< 10.00$ ) and a Tolerance value of 0.727 ( $> 0.10$ ), as indicated by the multicollinearity test above. These findings suggest that the regression model does not exhibit any signs of multicollinearity among the independent variables.

## Hypothesis Test

### a. Multiple Linear Regression Analysis

In order to quantify the simultaneous and partial impact of independent variables on the dependent variable, as well as to establish a model equation for the relationship between the variables, multiple linear regression analysis was

implemented. Table 6 displays the regression coefficient results obtained through SPSS analysis.

**Table 6. Multiple Linear Regression Analysis Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.352	.260		5.194	.000
	Physical Evidence	.269	.076	.333	3.539	.001
	Price	.352	.090	.368	3.912	.000

a. Dependent Variable: Parents' Decision

Source: Processed Data, 2026

According to the findings of the multiple linear regression analysis above, the subsequent equation was derived:

$$Y = 1.352 + 0.269 X1 + 0.352 X2$$

- 1) Parents' Decision is 1.352 when Physical Evidence (X1) and Price (X2) are constant. This is indicated by the constant (a) of 1.352.
- 2) The regression coefficient of Physical Evidence (b1) is 0.269 and positive, suggesting that an increase in Physical Evidence will be followed by a 0.269 increase in Parents' Decision.
- 3) The regression coefficient of Price (b2) is 0.352 and positive, suggesting that a 0.352 increase in Parents' Decision will occur in response to each increase in Price.

**b. Correlation Coefficient Analysis (R)**

The Product Moment method is employed to determine the strength and direction of the relationship between variables using the correlation coefficient. The results of the correlation coefficient test are reported below.

**Table 7. Correlation Coefficient Test Results (R)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612a	.375	.362	.27861

Predictors: (Constant), Physical Evidence, Price.

Source: Processed Data, 2026

The correlation coefficient test results above yielded a R value of 0.612, which suggests a correlation between the variables Price and Physical Evidence and the decision of the parents. The relationship formed is classified as strong, as this value falls within the range of 0.60–0.799.

**c. Determination Coefficient (R<sup>2</sup>)**

The R-Square value is 0.375, as indicated by the coefficient of determination (R<sup>2</sup>) test results in Table 7. According to this value, the variables Price and Physical Evidence are capable of accounting for 37.5% of the influence on Parents' Decisions in this study, while the remaining 62.5% is influenced by variables outside of this study.

**d. Simultaneous Test (F test)**

The simultaneous test was implemented to ascertain the cumulative impact of independent variables on the dependent variable. The results of the simultaneous tests, as determined by SPSS analysis, are summarized below.

**Table 8. Simultaneous Test Results**

Model	Sum of Squares	Mean Square	F	Significance
Regression	4.512	2.256	29.065	.000 <sup>b</sup>
Residual	7.530	.078		

Dependent Variable: Parents' Decision  
 Predictors: (Constant), Price, Physical Evidence

*Source: Processed Data, 2026*

According to the simultaneous test above, the calculated F value is 29.065, which exceeds the F table value of 3.09, and the significance value is 0.000, which is less than 0.05. Consequently, H3 is accepted. These findings indicate that the Decision of Parents is jointly influenced by the variables of Price and Physical Evidence.

**e. Partial Test**

The effect of each independent variable on the dependent variable was determined using the partial test. Table 9 displays the partial test results that were determined through SPSS analysis.

**Table 9. Partial Test Results (t Test)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.352	.260		5.194	.000
	Physical Evidence	.269	.076	.333	3.539	.001
	Price	.352	.090	.368	3.912	.000

a. Dependent Variable: Parents' Decision

*Source: Processed Data, 2026*

The following results were derived based on the partial test results (t test) above, which had a t table value of 1.660:

- 1) With a significance level of 0.001 (< 0.05), the Physical Evidence (X1) variable has a calculated t value of 3.539 (> 1.660). Consequently, H1 is deemed to be approved. This outcome indicates that parents' decision is partially influenced by physical evidence.
- 2) The Price (X2) variable has a calculated t value of 3.912 (> 1.660) with a significance of 0.000 (< 0.05), indicating that H2 is accepted. This finding indicates that parents' decisions is partially influenced by the price.

## DISCUSSION

### **The Effect of Physical Evidence (X1) on Parents' Decision (Y)**

The partial test results indicate that the Physical Evidence (X1) variable has a t-count value of 3.539, which is greater than the t-table value of 1.660, with a significance level of 0.001 ( $< 0.05$ ). This suggests that the variable has an impact on the decision of the parents. The positive orientation of the relationship between Physical Evidence and Parents' Decision is also indicated by the regression coefficient of 0.269. This finding is in line with Leindarita's (2022) study, in which the physical evidence variable partially showed an effect on parents' decision in choosing Rumah Tahfidz Ahlul Qur'an Kota Tanjungpinang. However, it contradicts the findings of Izzati & Triyanto (2024), which indicated that the tangible evidence variable did not have a significant impact on the decision of parents to select SMPIT Ihsanul Fikri Mungkid.

### **The Effect of Price (X2) on Parents' Decision (Y)**

The partial test results indicate that the Price (X2) variable has a t-count value of 3.912, which is greater than the t-table value of 1.660, with a significance level of 0.000 ( $< 0.05$ ), indicating an effect on Parents' Decision. The positive direction of the relationship between Price and Parents' Decision is indicated by the regression coefficient of 0.352. This outcome is in accordance with the research findings of Dhiaulhaq (2021), which demonstrated that the price of SD Ihsaniyah Gajahmada Kota Tegal had a substantial and impactful influence on the decision of parents. However, it contradicts Yadi's (2022) study, which showed that price partially did not show an effect on parents' decision in choosing Rumah Tahfidz Ahlul Qur'an Kota Tanjungpinang.

### **The Effect of Physical Evidence (X1) and Price (X2) on Parents' Decision (Y)**

The simultaneous test results indicate that the F-count value of 29.065, which is higher than the F-table value of 3.09, has a significance level of 0.000 ( $< 0.05$ ). Consequently, the decision of parents is jointly influenced by the price and the physical evidence. The coefficient of determination ( $R^2$ ) of 0.375 demonstrates that the two variables are capable of accounting for 37.5% of the variation in Parents' Decision, while the correlation coefficient (R) value of 0.612 suggests a relationship in the strong category. This result is consistent with the research conducted by Fatmoko et al. (2025), which demonstrated that parents' decision to select educational services is influenced by both price and tangible evidence. This discovery is also consistent with the research conducted by Izzati and Triyanto (2024), which demonstrated that parents' decisions regarding schools are influenced by both price and tangible evidence.

## CONCLUSIONS AND RECOMMENDATIONS

This study demonstrates that Parents' decisions are significantly influenced by physical evidence and price, as evidenced by a correlation coefficient value of 0.612. Parents' Decision is simultaneously influenced by both variables, which account for 37.5% of the variation in Parents' Decision. The remaining 62.5% is influenced by variables outside of this study. Parents' decisions are partially

influenced by physical evidence, which has a t-count value of 3.539 and a significance of 0.001, and by price, which has a t-count value of 3.912 and a significance of 0.000. The regression model  $Y = 1.352 + 0.269 X_1 + 0.352 X_2$  and the dynamics of student numbers and diverse participant characteristics indicate that the results of this study demonstrate a relationship between Physical Evidence and Price and Parents' Decision at SMPIT Al-Mumtaz Pontianak City. The relationship between research variables in the context of educational services at the integrated Islamic junior high school level is delineated in these results.

#### ADVANCED RESEARCH

It is advised to incorporate additional variables that may influence parents' decisions, including service quality, school image, location, and family socioeconomic factors, in future research. In addition, future research may expand the research object and use a larger number of participants and different analytical approaches so that the research results are more representative.

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