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# The Influence of Price, Brand Image and Word of Mouth on Parents' Decision to Send their Children to MIS Al Ikhwah Pontianak

Indra[1], Fita Kurniasari[1]

[1]Management Study Program, Faculty of Economics and Business, Muhammadiyah University of Pontianak

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**Abstract**

Education is a process that not only transfers knowledge, but also forms individual character to live personal and social life. Elementary schools, including Madrasah Ibtidaiyah (MI), are an important foundation in the process of children's basic education. As public awareness of the quality of education increases, competition between schools, especially private MI in Pontianak City, is getting tighter. One of the private MIs that continues to innovate in increasing its attractiveness is MIS Al Ikhwah Pontianak. This school not only excels in academic and non-academic achievements, but also has a superior Tahfidz Al-Qur'an program, complete facilities, and a parallel class system. This study aims to analyze the influence of Price, Brand Image, and Word of Mouth on Parents' Decisions in choosing MIS Al Ikhwah as a place for children's education. The method used is associative research with a quantitative approach. Data were obtained through questionnaires to parents of students and interviews with the principal. The results of the study showed that the three independent variables (Price, Brand Image, and Word of Mouth) simultaneously and partially had a positive and significant effect on Parents' Decisions. The regression equation obtained is Y = 0.081 + 0.315X1 + 0.390X2 + 0.268X3 with an $R^2$ value of 0.835, which means that 83.5% of the variation in parental decisions is explained by the three variables. This shows the importance of school image and community perception in influencing children's educational choices.

**Keywords:** Price, Brand Image, Word of Mouth, Parental Decision, Elementary Madrasah

## Introduction

Education is a learning medium as well as character formation that will influence humans in living their personal and social lives (Purnomo, 2020; Nurussholihah & Abdullah, 2022). The world of education is a service in the formation process, in this case, the service is a service provided by the management to the party receiving the service directly. Align with research from Jamila (2020) and Alhabsyi et al. (2023). educational activities in reality are service activities that produce output and input. Output is educational service, graduates, and research results, while the input is infrastructure, students, and the environment (Aisah et al., 2021).

In Law Number 20 of 2003 concerning the National Education System, especially Article 1 paragraph (1) and (2) explains that education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to

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have spiritual religious strength, self-control, personality, intelligence, noble morals and skills needed by themselves, society, nation and state.

According to Ilhami (2022), One of the stages of basic education for children is elementary school. Along with the development of the era, many public and private elementary schools have been established. The current conditions show that the capacity of public elementary schools to accept new students is very limited (Burnett, 2021). Therefore, each competes to show the excellence of their school. In fact, parents will choose schools that are considered superior and have a good school image (Rezeky et al., 2021).

The better the quality of education, the more confident parents are in the school (Idris et al., 2020; Erickson, 2020). Private elementary schools have the same opportunity to be chosen as an alternative school as a place to gain knowledge. Parents will be more selective and critical in responding to educational problems. Align with research from Putra (2022) and Nurhadi et al. (2021), one way to attract parents to send their children to school is through improving the image of the school, parents choose schools that have a good image for their children because they want the best education for their children.

So parents decide to choose educational services at schools that according to their perception have good value and do not doubt the education services. Competition between Madrasah Ibtidaiyah (MI) in Pontianak City is getting tighter. Parents are increasingly selective in choosing quality schools for their children. MIS Al Ikhwah, as one of the leading private MIs in Pontianak City which has been established since 1970. This school is under the auspices of an institution led by Mr. Habib K.H Ridho Bin Yahya, also faces challenges in attracting prospective students.

This school has received Accreditation A with the Accreditation Decree Number 748 / BAN-SM / SK / 2019 on September 9, 2019, not only that in the academic field, MIS Al Ikhwah has shown proud achievements through its students in various competitions in achievements in science, mathematics and quiz olympiads both at the Pontianak city and provincial levels. Not only academic, MIS Al Ikhwah can be proud of its achievements in non-academics, especially in the field of sports which has contributed many trophies to MIS Al Ikhwah.

Not only excelling in academics and non-academics, MIS Al Ikhwah has a superior program, namely Tahfidz Al Quran which has produced young memorizers of the Al Quran. Another advantage of MIS Al Ikhwah is its class structure which is divided into classes A and B at each level. In addition, MIS Al Ikhwah is also equipped with quite complete facilities, such as comfortable classrooms, fields, UKS, canteens, parking lots, and libraries that support student learning activities.

This school has a two-story building, providing a more spacious and comfortable space for all students. In addition, MIS Al Ikhwah also has a Kindergarten (TK) for students who want to continue from TK to MIS Al Ikhwah, a 30% discount is available in the form of payment of development fees. The increasing competition encourages Madrasah Ibtidaiyah, especially private ones, to compete in offering superior programs, the best facilities, and school reputation to attract the attention of parents.

## Methods

This study uses an Associative research method. According to Sugiyono in Akbar et al. (2023), "Associative research is a form of research that aims to determine the relationship between two or more variables". The data collection method in this study consists of primary and secondary data. Primary data was obtained directly from the first source through interviews and questionnaires. Interviews were conducted with the Principal of MIS Al Ikhwah to obtain in-depth information regarding the school, while questionnaires were given to parents or guardians of students to obtain their responses. Meanwhile, secondary data was obtained from other relevant sources that have been previously published, such as data on the number of madrasahs in Pontianak, lists of entrance fees and tuition fees, number of active students, and details of assessment and separation fees. According to Suriani & Jailani (2023), "Population is a generalization area consisting of subjects or objects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn". The population in this study were the parents of active students of MIS Al Ikhwah Pontianak in the last 3 years totaling 172 students. According to Hutami (2024): "A sample is part of the number and characteristics possessed by the population. A sample is one element of the population that is to be used as an object of research. If the research uses a sample, what can be obtained are the characteristics of the sample that are expected to be able to estimate the characteristics of the population."

## Data Analysis Techniques

The instrument test in this study aims to measure the validity and reliability of the measuring instrument. Validity refers to the accuracy of the data collected to the reality in the field. The validity test is carried out by correlating the score of each item to the total score using Pearson Product Moment. An item is said to be valid if r count> r table, and invalid if otherwise. The reliability test is carried out to ensure the consistency of the measurement results using the Cronbach Alpha method, with the criteria of a value> 0.7 categorized as reliable. Before the regression analysis is carried out, the classical assumptions are first tested including: normality test (using graphic analysis and One-Sample Kolmogorov-Smirnov Test), linearity test (with Test for Linearity), and multicollinearity test (through Tolerance and VIF values). Data is considered normal if Sig.> 0.05, linear if Sig. < 0.05, and there is no multicollinearity if Tolerance ≥ 0.10 and VIF ≤ 10.

Next, multiple linear regression analysis is carried out to determine the effect of the variables Price (X1), Brand Image (X2), and Word of Mouth (X3) on parents' decisions to send their children to MIS Al Ikhwah (Y). The regression equation used is: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. The correlation coefficient is used to see the strength of the relationship between variables, with a scale ranging from very weak to very strong. The coefficient of determination ($R^2$) is used to see the contribution of the independent variables to the dependent variable. To test the influence simultaneously, the F test is used, where if F_count> F_table or Sig. < 0.05 then H0 is rejected. Partial testing is carried out with the t test to see the effect of each independent variable on the dependent variable. If t_count> t_table or Sig. < 0.05 then H0 is rejected, which means there is a significant partial influence on parents' decisions.

## Results and Discussion

## Validity Test

After collecting questionnaires from respondents, a validity test was conducted on the data obtained. Validity indicates the extent to which a measuring instrument is accurate and precise in performing its measurement function. The results of the Price statement validity test can be seen in the following table 1:

Table 1. Price Variable Validity Test Results (Variable X1)

| No | Item | Correlation Results (rxy) | r table | Conclusion |
|---|---|---|---|---|
| | | | 5% | |
| 1 | X1.1 | 0,809 | 0,149 | Valid |
| 2 | X1.2 | 0,810 | 0,149 | Valid |
| 3 | X1.3 | 0,730 | 0,149 | Valid |
| 4 | X1.4 | 0,595 | 0,149 | Valid |
| 5 | X1.5 | 0,771 | 0,149 | Valid |

Source: Processed data, 2025

Table 1 shows that the results of the validity test on the Price variable (X1) all statement items are valid because the calculated r value ≥ r table. The following are the results of the Brand Image statement validity test:

Table 2. Results of the Brand Image Variable Validity Test (Variable X2)

| No | Item | Correlation Results (rxy) | r table | Conclusion |
|---|---|---|---|---|
| | | | 5% | |
| 1 | X2.1 | 0,576 | 0,149 | Valid |
| 2 | X2.2 | 0,805 | 0,149 | Valid |
| 3 | X2.3 | 0,714 | 0,149 | Valid |
| 4 | X2.4 | 0,705 | 0,149 | Valid |
| 5 | X2.5 | 0,547 | 0,149 | Valid |
| 6 | X2.6 | 0,587 | 0,149 | Valid |
| 7 | X2.7 | 0,701 | 0,149 | Valid |
| 8 | X2.8 | 0,809 | 0,149 | Valid |
| 9 | X2.9 | 0,795 | 0,149 | Valid |

Source: Processed data, 2025

Based on table 2 above, it shows that the validity test on the Brand Image variable (X2) all statement items are valid because r count ≥ r table. The following are the results of the Word Of Mouth statement validity test:

Table 3. Results of the Word Of Mouth Variable Validity Test (Variable X3)

| No | Item | Correlation Results (rxy) | r table | Conclusion |
|---|---|---|---|---|
| | | | 5% | |
| 1 | X3.1 | 0,795 | 0,149 | Valid |
| 2 | X3.2 | 0,816 | 0,149 | Valid |

| | | | | |
|---|---|---|---|---|
| 3 | X3.3 | 0,848 | 0,149 | Valid |
| 4 | X3.4 | 0,842 | 0,149 | Valid |

Source: Processed data, 2025

Based on table 3 above, it shows that the validity test on the Word Of Mouth variable (X3) all statement items are valid because r count ≥ r table.

Table 4. Results of the Validity Test of the Parental Decision Variable (Variable Y)

| No | Item | Correlation Results (rxy) | r table | Conclusion |
|---|---|---|---|---|
| | | | 5% | |
| 1 | Y.1 | 0,683 | 0,149 | Valid |
| 2 | Y.2 | 0,699 | 0,149 | Valid |
| 3 | Y.3 | 0,746 | 0,149 | Valid |
| 4 | Y.4 | 0,790 | 0,149 | Valid |
| 5 | Y.5 | 0,690 | 0,149 | Valid |
| 6 | Y.6 | 0,700 | 0,149 | Valid |
| 7 | Y.7 | 0,788 | 0,149 | Valid |
| 8 | Y.8 | 0,648 | 0,149 | Valid |
| 9 | Y.9 | 0,649 | 0,149 | Valid |
| 10 | Y.10 | 0,728 | 0,149 | Valid |
| 11 | Y.11 | 0,764 | 0,149 | Valid |
| 11 | Y.12 | 0,725 | 0,149 | Valid |

Source: Processed data, 2025

Based on table 4 above, it shows that the validity test on the Parental Decision variable (Y) all statement items are valid because r count ≥ r table.

Table 5. Results of the Price Variable Reliability Test (Variable X1)

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .799 | 5 |

Source: Data processed by SPSS, 2025

Based on Table 5 above, it shows that Cronbach's Alpha is 0.799, meaning that the value is above the reliability coefficient of 0.6. So it can be concluded that all statement items in the questionnaire as a measuring tool for the Price variable (X1) are reliable and consistent. The results of the reliability test of the Brand Image variable (X2) data can be seen in the following table 6:

Table 6. Results of the Reliability Test of the Brand Image Variable (Variable X2)

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .869 | 9 |

Source: Data processed by SPSS, 2025

Based on Table 6 above, it shows that Cronbach's Alpha is 0.869, meaning that the value is above the reliability coefficient of 0.6. So it can be concluded that all statement items in the questionnaire as a measuring tool for the Brand Image variable (X2) are reliable and consistent and can be relied on. The results of the reliability test of the Word Of Mouth variable data (X3) can be seen in the following table 4.13:

Table 7. Results of the Reliability Test of the Word Of Mouth Variable (Variable X3)

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .843 | 4 |

Source: Data processed by SPSS, 2025

Based on Table 7 above, it shows that Cronbach's Alpha is 0.843, meaning that the value is above the reliability coefficient of 0.6. So it can be concluded that all statement items in the questionnaire as a measuring tool for the Word Of Mouth variable (X3) are reliable and consistent and can be relied on. The results of the reliability test of the Parental Decision variable (Y) data can be seen in the following table 4.14:

Table 8. Results of the Reliability Test of the Parental Decision Variable (Variable Y)

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| .915 | 12 |

Source: Data processed by SPSS, 2025

Based on Table 8 above, it shows that Cronbach's Alpha is 0.915, meaning that the value is above the reliability coefficient of 0.6. So it can be concluded that all statement items in the questionnaire as a measuring tool for the Parental Decision variable (Y) are reliable and consistent and can be relied on.

## Normality Test

This Normality Test aims to determine the distribution of data in the variables that will be used in the study. Data normality can be seen using the Kolomogrov-Sminov normal test. The results of the Normality test calculation can be seen in the following table:

Table 9. Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 172 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 2.70843576 |
| | Absolute | .064 |

| | | |
|---|---|---|
| Most Extreme Differences | Positive | .055 |
| | Negative | -.064 |
| Test Statistic | | .064 |
| Asymp. Sig. (2-tailed) | | .085[c] |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

Source: Data processed by SPSS, 2025

Table 9 is the result of the normality test, the results show that the results of the Kolmogorov Smirnov test have a significance of 0.085 from these results have a value greater than 0.05 which means that the residual value is normally distributed.

## Linearity Test

The linearity test is used to see whether the model specifications used are correct or not. The results of the calculation of the Price variable Linearity test can be seen in the following table:

Table 10. Results of the Price Variable Linearity Test on Parental Decisions Variable (X1)

| ANOVA Table | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | Sum of Squares | df | Mean Square | F | Sig. |
| Parent's Decision * Price | Between Groups | (Combined) | 5717.305 | 15 | 381.154 | 45.735 | .000 |
| | | Linearity | 4943.845 | 1 | 4943.845 | 593.212 | .000 |
| | | Deviation from Linearity | 773.459 | 14 | 55.247 | 6.629 | .000 |
| | Within Groups | | 1300.108 | 156 | 8.334 | | |
| | Total | | 7017.413 | 171 | | | |

Source: Data processed by SPSS 26, 2025

Based on table 10, the results of the linearity test show a significance value of the Test For Linearity of 0.000 <0.05. So it can be concluded that there is a linear relationship between Price and Parental Decisions.

Table 11. Results of the Linearity Test of Brand Image Variables on Parental Decisions Variable (X2)

| ANOVA Table | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | Sum of Squares | df | Mean Square | F | Sig. |
| Parent's Decision * | Between Groups | (Combined) | 5883.982 | 20 | 294.199 | 39.194 | .000 |
| | | Linearity | 5218.161 | 1 | 5218.161 | 695.18 | .000 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Brandimage | | | | | | 4 | |
| | | Deviation from Linearity | 665.821 | 19 | 35.043 | 4.669 | .000 |
| | Within Groups | | 1133.430 | 151 | 7.506 | | |
| | Total | | 7017.413 | 171 | | | |

Source: Data processed by SPSS 26, 2025

Based on table 11, the results of the linearity test show a significance value of the Test For Linearity of 0.000 <0.05. So it can be concluded that there is a linear relationship between Brand Image and Parental Decisions.

Table 12. Linearity Test Results of Word Of Mouth Variables on Parental Decisions Variable (X3)

| ANOVA Table | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | Sum of Squares | df | Mean Square | F | Sig. |
| Parents' Decision * Word Of Mouth | Between Groups | (Combined) | 5145.541 | 11 | 467.776 | 39.984 | .000 |
| | | Linearity | 4819.623 | 1 | 4819.623 | 411.962 | .000 |
| | | Deviation from Linearity | 325.918 | 10 | 32.592 | 2.786 | .003 |
| | Within Groups | | 1871.872 | 160 | 11.699 | | |
| | Total | | 7017.413 | 171 | | | |

Source: Data processed by SPSS 26, 2025

Based on table 12, the results of the linearity test show a significance value of the Test For Linearity of 0.000 <0.05. So it can be concluded that there is a linear relationship between Word Of Mouth and Parental Decisions.

## Multicollinearity Test

The Multicollinearity Test is carried out to analyze the correlation between independent variables. As a basis for seeing a model that is not Multicollinear is to look at the size of the Variance Inflation Factor (VIF) and the tolerance level. If the tolerance value is> 0.10 or VIF <10, then there is Multicollinearity between the independent variables and vice versa. The following is the Multicollinearity test:

Table 13. Multicollinearity Test Results

| Coefficients[a] | |
|---|---|
| Model | Collinearity Statistics |

| | | Tolerance | VIF |
|---|---|---|---|
| 1 | Price | .294 | 3.405 |
| | Brandimage | .226 | 4.416 |
| | Word Of Mouth | .316 | 3.168 |
| a. Dependent Variable: Parental Decision | | | |

Source: data processed by SPSS 26 2025

Based on Table 13, it can be seen that there is no multicollinearity between the independent variables in the regression model. This is indicated by the tolerance value of each variable > 0.10 and VIF < 10

## Statistical Analysis

### *Multiple Linear Regression Analysis*

Multiple linear regression analysis to determine the influence between independent variables on dependent variables conducted by 172 respondents. The following is the Multiple Linear Regression Analysis Table:

Table 14. Results of Multiple Linear Regression Analysis

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .081 | .154 | | .524 | .601 |
| | Price | .315 | .058 | .313 | 5.434 | .000 |
| | Brandimage | .390 | .074 | .343 | 5.235 | .000 |
| | Word Of Mouth | .268 | .046 | .325 | 5.842 | .000 |
| a. Dependent Variable: Parents' decision | | | | | | |

Source: processed data, 2025

From table 14, the multiple linear regression equation can be seen as follows:

Y = 0,081 + 0,315X1 + 0,390 X2 + 0,268 X3

From the multiple linear regression equation, it can be explained as follows: (1) The constant value of has a positive value of 0.081. then it can be interpreted that if the independent variable has a value of 0 (constant) then the dependent variable has a value of 0.081; (2) The Regression Coefficient Value of Variable X1 has a positive value of 0.315, then it can be interpreted that if variable X1 increases then variable Y will also increase and vice versa; (3) The Regression Coefficient Value of Variable X2 has a positive value of 0.390, then it can be interpreted that if variable X2 increases then variable Y will also increase and vice versa; (4) The Regression Coefficient Value of Variable X3 has a positive value of 0.268, then it can be interpreted that if

variable X3 increases then variable Y will also increase and vice versa.

### *Correlation Coefficient Analysis (R)*

Correlation analysis is carried out in order to test the associative hypothesis, namely the relationship between variables in the population through data on the relationship of variables in the sample. The results of the correlation coefficient test calculation can be seen in the following table:

Table 15. Results of the Correlation Coefficient Test (R)

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .914[a] | .835 | .832 | .24330 |
| a. Predictors: (Constant), Word Of Mouth, Harga, Brandimage | | | | |

Source: processed data 2025,

From table 15 it can be seen that the R value (correlation) obtained is 0.914. Where this value is between 0.80 - 1,000 this means that between Price (X1), Brand Image (X2), and Word Of Mouth on Parents' Decisions (Y) has a very strong relationship.

### *Analysis of Determination Coefficient (R^2)*

This test is to find out how much contribution variable X has to variable Y. The results of the calculation of the Coefficient of Determination (R^2) test state that the value of the Coefficient of Determination (R^2) or R square obtained is 0.835. This means that 83.5% (1 x 0.835 x 100%) of the influence on Parental Decisions is explained by Price, Brand Image, and Word Of Mouth, while the remaining 16.5% is explained by other variables that are not included in the research variables.

### *Simultaneous Effect Test (F Statistic Test)*

The simultaneous influence test is used to determine whether the independent variables simultaneously influence the dependent variable. The results of the simultaneous test (F Test) can be seen in the following table:

Table 16. Results of the Simultaneous Influence Test

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 50.430 | 3 | 16.810 | 283.969 | .000[b] |
| | Residual | 9.945 | 168 | .059 | | |
| | Total | 60.375 | 171 | | | |
| a. Dependent Variable: Parents' decision | | | | | | |
| b. Predictors: (Constant), Word Of Mouth, Price, Brandimage | | | | | | |

Source: processed data, 2025

Based on the results of the F test in the Table, it can be seen that the independent variable has a significant effect on the dependent variable. This can be seen from the calculated F value of 283.969> F table 3.05 and the probability value of Sig. of 0.000 <0.05, meaning that the variables Price, Brand Image and Word Of Mouth simultaneously have an influence on Parents' Decisions.

### *Partial Effect Test (T Statistic Test)*

This T-test is conducted to determine the influence of each or partially the independent variables of Price, Brand Image, and Word Of Mouth on the dependent variable of Parental Decision. The results of the partial test (T-test) can be seen in the following table:

Table 17. Results of Partial Effect Test (T Statistic Test)

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .081 | .154 | | .524 | .601 |
| | Price | .315 | .058 | .313 | 5.434 | .000 |
| | Brandimage | .390 | .074 | .343 | 5.235 | .000 |
| | Word Of Mouth | .268 | .046 | .325 | 5.842 | .000 |
| a. Dependent Variable: Parents' decision | | | | | | |

Source: Processed data, 2025

Based on the table, it can be seen that the results of the partial influence test (t-test) produce sig values that will be interpreted as follows: (1) The calculated t value of the Price variable (X1) is 5.434, the t table is 1.653 and the level of significance is 0.000 < 0.05. This means that the Price variable partially has a significant influence on the Parental Decision variable (Y), so Ha is accepted and Ho is rejected; (2) The calculated t value of the Brand Image variable (X2) is 5.235, the t table is 1.653 and the level of significance is 0.000 < 0.05. This means that the Brand Image variable partially does not have a significant influence on the Parental Decision variable (Y), so Ha is accepted and Ho is rejected; (3) The calculated t value of the Word Of Mouth variable (X2) is 5.842, the t table is 1.653 and the level of significance is 0.000 < 0.05. This means that the Word of Mouth variable partially does not have a significant influence on the Parental Decision variable (Y), so Ha is accepted and Ho is rejected.

## Conclusion

All research instruments including the variables Price, Brand Image, Word of Mouth, and Parental Decision are declared valid, because all statement items have a calculated r value ≥ r table. In addition, the instrument is also reliable with a Cronbach's Alpha value for each variable above 0.6, so it can be concluded that the questionnaire used is consistent and reliable. The results of the normality test show that the data is normally distributed (significance value 0.085 > 0.05). The linearity test shows a linear relationship between each independent variable and the dependent variable (significance value <0.05). The multicollinearity test shows that there is no multicollinearity between the independent variables (tolerance value> 0.10 and VIF <10). The

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results of the regression analysis show the equation Y = 0.081 + 0.315X1 + 0.390X2 + 0.268X3, which means that the three independent variables (Price, Brand Image, and Word of Mouth) have a positive effect on Parental Decision. The correlation coefficient (R) value of 0.914 indicates a very strong relationship between Price, Brand Image, and Word of Mouth on Parental Decisions. The determination coefficient ($R^2$) value of 0.835 means that 83.5% of the variation in parental decisions in choosing a school is explained by these three variables, while the remaining 16.5% is influenced by other factors outside this study. The results of the F test show that Price, Brand Image, and Word of Mouth simultaneously have a significant effect on Parental Decisions (F count 283.969> F table 3.05; sig. 0.000 <0.05). The results of the T test show that some of the three variables also have a positive and significant effect on parental decisions.

## Suggestion

It is expected that Al Ikhwah Pontianak Private Elementary Madrasah can maintain and improve its brand image, such as maintaining school accreditation, providing complete learning facilities and further developing the Al Quran Tahfidz program to produce young Al Quran memorizers and provide awards to outstanding students so that parents and prospective new students are interested in studying at MIS Al Ikhwah Pontianak.

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