The Influence of Price, Promotion, Location, and Facilities on Parental Decision-Making in Choosing MTs Darussalam Kemiri, Batang Regency, Central Java

Silvi Nadiyatul Hasanah [1*]**, Imam Machali** [2]

[1] [2] Universitas Islam Negeri Sunan Kalijaga Yogyakarta, Indonesia

Article Info	Abstract
	Purpose – This study aims to analyze the influence of price, promotion, location, and facilities on parents' decision to enroll their children at MTs Darussalam Kemiri, Subah District, Batang Regency, Central Java. **Design/methods** – The research employed a quantitative approach with survey methods. Data were collected through questionnaires distributed to parents of students, and the analysis was conducted using multiple linear regression to examine the effect of the independent variables on parents' decision-making. **Findings** – The results indicate that price, promotion, location, and facilities significantly influence parents' decision to choose MTs Darussalam Kemiri. Among these, facilities emerged as the most dominant factor shaping parental choice, while the other variables also contributed positively. **Research implications/limitations** – The study was limited to one school in a single region, which constrains the generalizability of the findings. Future studies should expand the scope by comparing multiple institutions or regions to capture broader determinants of school choice. **Practical implications** – The findings provide valuable insights for educational institutions in developing effective strategies to attract students. Schools should prioritize improving infrastructure and facilities, while also maintaining competitive tuition pricing, targeted promotions, and strategic location considerations. **Originality/value** – This research contributes to the limited body of literature on parental school choice in the Indonesian Islamic education context, particularly highlighting the combined role of price, promotion, location, and facilities in influencing decision-making.

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Introduction

Education is widely recognized as a fundamental pillar for fostering human capital, shaping social development, and ensuring intergenerational progress. Beyond the transmission of knowledge, it functions as a transformative mechanism that cultivates values, skills, and competencies necessary for societal well-being. Decisions made by parents in selecting educational institutions represent a crucial gateway to realizing these outcomes, as they determine the environment in which children's holistic growth takes place. Factors such as price, promotion, location, and facilities have been consistently emphasized as decisive elements that guide parental choices within diverse cultural and socio-economic contexts (Gammahendra et al., 2014; Munarsih et al., 2020; Putra et al., 2022). Understanding how these determinants interact in the context of Islamic education is critical for aligning institutional strategies with parental expectations and educational equity.

Previous studies have established that cost remains one of the most influential considerations in educational decision-making. Families with constrained resources often avoid institutions with high tuition fees, regardless of perceived quality, which underscores price sensitivity in educational markets (Arora et al., 2021; Fergus et al., 2021). Conversely, middle- and upper-income households may regard higher fees as a justifiable trade-off for superior services and outcomes, thus linking cost perceptions with quality assurance (Putri et al., 2024). Evidence also indicates that pricing strategies affect not only enrollment rates but also long-term satisfaction among parents, suggesting that financial accessibility is intrinsically tied to institutional sustainability (Sari & Mahendri, 2023; Zakaria, 2021). These findings demonstrate the dual role of price as both a barrier and an enabler in the parental choice process.

Alongside cost, promotion plays a strategic role in shaping parental perceptions of institutional value. Promotional activities are positioned as a communicative bridge between schools and prospective parents, highlighting institutional strengths and unique educational experiences (Tiwari, 2024; Widjajanto & Astuti, 2021). Effective promotional campaigns have been shown to enhance parental trust, positively influence decision-making, and differentiate schools in competitive markets (Munarsih et al., 2020; Muzayyanah et al., 2023). Nevertheless, evidence suggests that not all promotional efforts are equally effective, as religious values, reputation, and word-of-mouth may offset or outweigh promotional influence (Greaves et al., 2023; Hambali Alman Nasution & Nasution, 2020). Such variations highlight the necessity of context-specific promotional strategies in the education sector.

The geographical location of schools constitutes another critical determinant of parental decisions. Accessibility, proximity to residential areas, and safety concerns frequently shape parental preferences and significantly affect enrollment outcomes (Lahoti & Mukhopadhyay, 2019; Putra et al., 2022). Empirical evidence demonstrates that strategic location contributes substantially to the attractiveness of institutions, often rivaling other variables such as cost and promotional activities (Nurlia, 2021). In urban and semi-urban contexts, transportation infrastructure and commuting times further intensify the importance of location in parental decision-making (Blanco et al., 2020). Consequently, schools situated in accessible areas enjoy a distinct competitive advantage in enrollment dynamics.

Beyond price, promotion, and location, the role of facilities cannot be overlooked in influencing parental school selection. Adequate facilities such as classrooms, libraries, laboratories, and technological infrastructure are strongly associated with perceptions of institutional quality and safety (Wognski et al., 2019). Parents often equate well-developed facilities with enhanced learning environments, holistic development opportunities, and better academic outcomes (Gao & Wang, 2023; Vo et al., 2025). The regulatory framework, such as the Ministry of Education's standards for facilities, reinforces this expectation by establishing benchmarks for institutional credibility and trustworthiness (Torres et al., 2019). This

underscores the role of facilities as both symbolic and functional indicators of educational quality.

Although extensive literature has examined these four variables, several gaps persist in the existing body of knowledge. Some studies have reported inconsistent findings on the relative weight of each factor, particularly regarding the effectiveness of promotional activities across cultural contexts (Allbright et al., 2023). Others have noted limitations in sample scope, with much of the evidence derived from urban schools, leaving rural or semi-rural institutions underexplored (Dawborn-Gundlach, 2025; Potterton, 2020). Furthermore, while numerous studies acknowledge the combined effects of these variables, few have comprehensively analyzed their simultaneous influence on parental decision-making within Islamic schooling contexts (Jaafar et al., 2023; Somwanshi & Sharma, 2024). These limitations highlight the need for more context-specific and integrative research.

This study addresses these gaps by examining the influence of price, promotion, location, and facilities on parental decisions in choosing MTs Darussalam Kemiri, Kecamatan Subah, Kabupaten Batang, Central Java. By investigating both the partial and simultaneous effects of these variables, this research aims to provide empirical evidence on the unique interplay of factors shaping parental decision-making in Islamic junior high schools. The findings are expected to contribute to the refinement of institutional management strategies and inform policy interventions to enhance accessibility, competitiveness, and quality in Islamic education. Ultimately, this study seeks to enrich the broader discourse on educational marketing and parental choice within the field of educational management (Tavares-Filho et al., 2025; Truman & Elliott, 2020; Zölitz & Feld, 2021).

Methods

This study adopted a quantitative research design with a survey method to analyze the influence of price, promotion, location, and facilities on parental decision-making in selecting MTs Darussalam Kemiri, Batang Regency, Central Java. The research targeted a population of 534 parents whose children were enrolled in the 2023–2024 academic year. The sample size was determined using the Krejcie and Morgan table with a 5% margin of error, resulting in 213 respondents. Sampling was conducted proportionally across grade levels to ensure that responses reflected the distribution of the population. Questionnaires were distributed through class coordinators, and data collection was carried out over two weeks while maintaining ethical standards, including voluntary participation and confidentiality of responses.

The primary research instrument was a structured questionnaire developed to measure both the independent variables price, promotion, location, and facilities—and the dependent variable, namely parental decision-making. Each construct was operationalized through multiple indicators, measured using a five-point Likert scale ranging from "strongly disagree" to "strongly agree." The questionnaire was designed based on established theoretical frameworks and refined through pilot testing to ensure clarity and comprehensibility. SPSS version 27 was employed to facilitate data management, descriptive analysis, and regression modeling, allowing for a rigorous examination of the hypothesized relationships.

Collected data were subjected to a series of statistical procedures to ensure validity and reliability before hypothesis testing. Construct validity was verified through item analysis, and internal consistency was established with Cronbach's alpha values exceeding the acceptable threshold of 0.70. Classical assumption tests, including assessments of normality, multicollinearity, autocorrelation, heteroskedasticity, and linearity, were conducted to confirm the appropriateness of the regression model. Subsequent analyses employed multiple linear regression to evaluate both the partial and simultaneous effects of the independent variables on parental decision-making, with significance determined at a 95%

confidence level. These methodological procedures ensured that the findings were robust, reliable, and generalizable across the population studied.

Results

1. Descriptive Analysis

Sample Composition. The parents of MTs Darussalam Subah students were the respondents in this study who numbered 213 and filled out a questionnaire at the time of the return of the students to the Islamic boarding school. In this study, there are several criteria for respondents who are included in this study including gender, age and occupation. The determination of these criteria aims to provide a clearer picture of the characteristics of the respondents being studied, so as to facilitate a more in-depth and precise analysis of the data obtained. The following is the composition applied to this study:

a. Composition of Respondents by Gender

Gender differences often have an impact on product preferences and choices. Therefore, it is important to know the gender distribution of consumers. The following is presented data on the number of respondents of parents of MTs Darussalam Subah students according to gender categories.

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	83	39.0	39.0	39.0
	Perempuan	130	61.0	61.0	100.0
	Total	213	100.0	100.0	

Source: Data processed 2024

Figure 1. Composition of Respondents by Gender

Based on the table, the total number of respondents was 213 parents who filled out the questionnaire. It can be identified that the respondents involved in the study were dominated by female respondents with 130 respondents with a percentage of 61%, while men as many as 83 respondents with a presentation of 39%.

b. Composition of Respondents by Age

Age differences can affect preferences and desires in choosing products. Therefore, knowing the age range of consumers is essential. Below is the number of respondents as many as 213 who are parents of MTs Darussalam Subah students based on their age group.

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30	6	2.8	2.8	2.8
	31	2	.9	.9	3.8
	32	8	3.8	3.8	7.5
	33	12	5.6	5.6	13.1
	34	14	6.6	6.6	19.7
	35	9	4.2	4.2	23.9
	36	22	10.3	10.3	34.3
	37	12	5.6	5.6	39.9
	38	15	7.0	7.0	46.9
	39	16	7.5	7.5	54.5
	40	27	12.7	12.7	67.1
	41	4	1.9	1.9	69.0
	42	18	8.5	8.5	77.5
	43	7	3.3	3.3	80.8
	44	4	1.9	1.9	82.6
	45	12	5.6	5.6	88.3
	46	7	3.3	3.3	91.5
	47	1	.5	.5	92.0
	48	3	1.4	1.4	93.4
	49	4	1.9	1.9	95.3
	50	2	.9	.9	96.2
	51	2	.9	.9	97.2
	52	1	.5	.5	97.7
	53	2	.9	.9	98.6
	54	1	.5	.5	99.1
	55	2	.9	.9	100.0
	Total	213	100.0	100.0	

Source: Processed data 2024

Figure 2. Composition of Respondents by Age

Based on the table above, the age characteristics of the 213 respondents showed that the age of 40 years was the most dominant group, with 27 respondents or 12.7%. In contrast, the least common age groups were 47 years, 52 years, and 54 years, each with only 1 respondent, or 0.5%.

Ages 31, 50, 51, 53, and 55 years each had 2 respondents, which is equivalent to 0.9%. The ages of 41 years, 44 years and 49 years also had 4 respondents each, representing 1.9%. The age of 43 and 46 years each had 7 respondents, or 3.3%.

The age groups of 33 years, 37 years, and 45 years had 12 respondents each, or 5.6%. The age of 30 years had 6 respondents (2.8%), the age of 32 had 8 respondents (3.8%), and the age of 34 had 14 respondents (6.6%). The age of 35 years was recorded with 9 respondents (4.2%), the age of 36 years had 22 respondents (10.3%), the age of 38 years had 15 respondents (7.0%), and the age of 39 years had 16 respondents (7.5%). The age of 42 years had 18 respondents (8.5%), while the age of 48 years had 3 respondents (1.4%).

c. *Composition of Respondents by Occupation*

Different types of work can affect consumer preferences and needs for a product. Therefore, it is important to understand the distribution of work among consumers. The following is the number of respondents who are parents of MTs Darussalam Subah students, and categorized by the type of work they do.

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bidan	1	.5	.5	.5
	Buruh	28	13.1	13.1	13.6
	Guru	9	4.2	4.2	17.8
	IRT	82	38.5	38.5	56.3
	Nelayan	1	.5	.5	56.8
	Pedagang	19	8.9	8.9	65.7
	Petani	3	1.4	1.4	67.1
	PNS	2	.9	.9	68.1
	Supir	1	.5	.5	68.5
	TKW	2	.9	.9	69.5
	Wiraswasta	40	18.8	18.8	88.3
	Wirausaha	25	11.7	11.7	100.0
	Total	213	100.0	100.0	

Source: Processed data 2024

Figure 3. Composition of Respondents by Occupation

Based on the table above, most of the respondents, namely 82 people (38.5%), were housewives (IRT). Jobs as self-employed were held by 40 respondents (18.8%), while 25 respondents (11.7%) worked as entrepreneurs. Work as a worker was represented by 28 respondents (13.1%), followed by 19 traders (8.9%) and 9 teachers (4.2%). Other jobs reported included farmers (3 respondents, 1.4%), civil servants (2 respondents, 0.9%), female workers (2 respondents, 0.9%), and drivers and fishermen, with 1 respondent each (0.5%). With a total of 213 respondents, the distribution of jobs shows diversity in the profession of students' parents, with the majority being in the categories of housewives and self-employed.

2. *Classic Assumption Test*

a. *Normality Test*

The purpose of the normality test is to identify whether the residual of the regression model is normally distributed. The normality test in this study used Standardized Residual with the Kolmogorov-Smirnov and Shapiro-Wilk methods. This test was performed with the help of the SPSS version 27 program, and the test results are displayed in the following Tests of Normality table:

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	.034	213	.200[*]	.991	213	.209

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Source: Data processed in 2024

**Figure 4. Data Normality Test Results**

The results of the Kolmogorov-Smirnov test showed a significance value (Sig.) of 0.200, while the Shapiro-Wilk test showed a significance value (Sig.) of 0.209. Both values are

greater than 0.05 (Sig. > 0.05), so it can be concluded that the residual in the regression model is normally distributed.

Thus, the regression model used in this study can be considered valid and feasible to be used in further analysis without the problem of violating the assumption of normality.

b. Linearity Test

The linearity test aims to ensure that the relationship between independent (X) and dependent (Y) variables in the regression model is linear, in accordance with the basic assumptions of regression. This test detects non-linear deviations and ensures valid parameter estimates, so that the model can be relied upon to accurately predict dependent variables. Technology Visual (Scatter Plot):
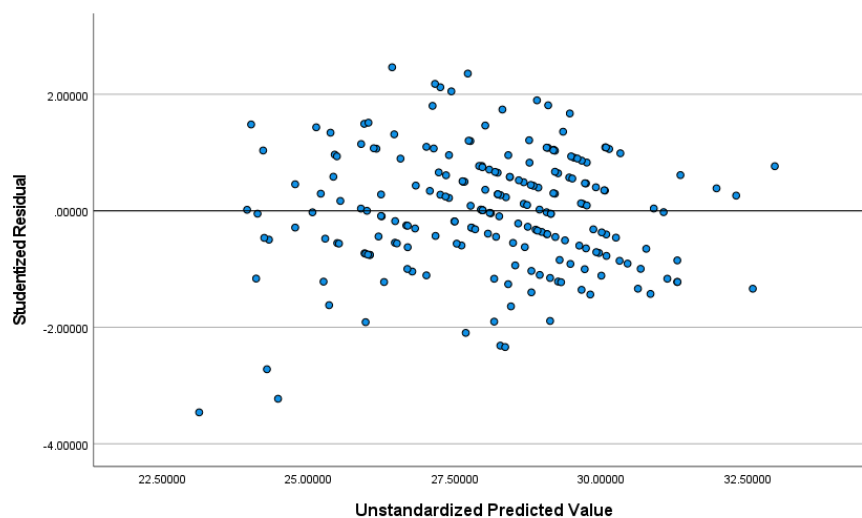
Source: Data processed in 2024

Figure 5. Scatter Plot Relationship of Unstandardized Predicted Value and Residue (Studentized Residual) for Linearity Test

Based on the scatter plot that shows the relationship between the predicted value (Unstandardized Predicted Value) and residual (Studentized Residudual), it can be seen that the residue is randomly scattered around the zero (0) line. There are no specific patterns, such as curves or systematic trends, that indicate that the relationships between independent and dependent variables in the regression model are linear. The even distribution of the residue shows that the regression model used meets the assumption of linearity. Thus, it can be concluded that this regression model is suitable for use in further analysis, since the relationships between the variables have been confirmed to be visually linear.

Teknik Statistics (Lack-Of-Fit Test). Statistical techniques (Lack-of-Fit Test) are used to test the compatibility of linear regression models with data. If the significance value > 0.05, then the model does not suffer from any deviations and is considered appropriate. Conversely, if the significance value < 0.05, there is a deviation from linearity, so it is necessary to consider a variable transformation or non-linear model.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_memilih_Y * Harga_X1	Between Groups	(Combined)	230.059	5	46.012	4.668	<,001
		Linearity	222.851	1	222.851	22.608	<,001
		Deviation from Linearity	7.208	4	1.802	.183	.947
	Within Groups		2040.419	207	9.857		
	Total		2270.479	212			

Source: Data processed in 2024

Figure 1. The result of the linearity test between the price (x1) and the decision to choose (y)

Based on the scatter plot that shows the relationship between the predicted value (Unstandardized Predicted Value) and residual (Studentized Residudual), it can be seen that the residue is randomly scattered around the zero (0) line. There are no specific patterns, such as curves or systematic trends, that indicate that the relationships between independent and dependent variables in the regression model are linear. The even distribution of the residue shows that the regression model used meets the assumption of linearity. Thus, it can be concluded that this regression model is suitable for use in further analysis, since the relationships between the variables have been confirmed to be visually linear.

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ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_memilih_Y * Promosi_X2	Between Groups	(Combined)	441.349	11	40.123	4.409	<,001
		Linearity	273.860	1	273.860	30.094	<,001
		Deviation from Linearity	167.489	10	16.749	1.841	.056
	Within Groups		1829.130	201	9.100		
	Total		2270.479	212			

Source: Data processed in 2024

Figure 7. The result of the linearity test between the price (x1) and the decision to choose (y)

The results of the linearity test for the relationship between the Promotion (X2) and the Selection Decision (Y) showed a significance value in the linearity test of < 0.001, which means that there is a significant linear relationship. The significance value on the deviation from linearity test of 0.056 (more than 0.05) indicates that there is no significant deviation from linearity. Based on these results, the relationship between the Promotion and Voting Decision variables can be considered linear, so multiple linear regression can be applied.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_memilih_Y * Lokasi_X3	Between Groups	(Combined)	457.982	13	35.229	3.868	<,001
		Linearity	281.948	1	281.948	30.956	<,001
		Deviation from Linearity	176.035	12	14.670	1.611	.091
	Within Groups		1812.497	199	9.108		
	Total		2270.479	212			

Source: Data processed in 2024

Figure 2. Results of the linearity test between the location (x3) and the decision to choose (y)

The results of the linearity test for the relationship between Location (X3) and Choice Decision (Y) showed that the significance value in the linearity test was < 0.001, so the

relationship between these two variables was significantly linear. In addition, the significance value on the deviation from linearity test of 0.091 (more than 0.05) indicates no significant deviation from linearity. Thus, the relationship between the Location variable and the Choosing Decision satisfies the assumption of linearity and can be included in a linear regression model.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_memilih_Y * Sarana_Prasarana_X4	Between Groups	(Combined)	619.635	22	28.165	3.242	<,001
		Linearity	321.120	1	321.120	36.959	<,001
		Deviation from Linearity	298.514	21	14.215	1.636	.045
	Within Groups		1650.844	190	8.689		
	Total		2270.479	212			

Source: Data processed in 2024

Figure 3. Results of the linearity test between Infrastructure Facilities (X4) and Voting Decision (Y)

The results of the linearity test for the relationship between Infrastructure Facilities (X4) and Voting Decisions (Y) showed that the significance value in the linearity test was < 0.001, which means that the relationship between these two variables is significantly linear. However, the significance value on the deviation from linearity test of 0.045 (less than 0.05) indicates a slight deviation from linearity. Nonetheless, linear regression models can still be used for this relationship, but the results of the analysis need to be considered more closely.

c. *Autocorrelation Test*

The purpose of the autocorrelation test is to identify whether there is a relationship or relationship between residuals between several observations in a regression model. The autocorrelation test in this study used the Durbin-Watson (D-W) method. This test is assisted by the SPSS version 27 program. The test results can be seen in the Model Summary table below:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.564[a]	.318	.305	2.72882	1.595

a. Predictors: (Constant), SARANA PRASARANA, PROMOSI, HARGA, LOKASI

b. Dependent Variable: KEPUTUSAN MEMILIH

Source: Data processed in 2024

Figure 4. Durbin-Watson Test Results for Autocorrelation in Multiple Linear Regression Models

Based on the results of the regression analysis shown in the Model Summary table, there is no clear indication of autocorrelation in this regression model. This can be seen from the Durbin-Watson (D-W) value of 1.595, which is in the safe range of 1.5 to 2.5, as required to declare the absence of autocorrelations, either positive or negative.

These results show that the residues of the regression model are independent and do not have a pattern of correlation between observations. Thus, the regression model used in this study can be considered valid and feasible for use in further analysis in the absence of significant autocorrelation issues.

d. Heteroscedasticity Test

The purpose of the heteroscedasticity test was to identify whether there was variance of variance from the residual among several observations in the regression model. The heteroscedasticity test in this study uses *the Park Gleyser Test*. This test is assisted by the SPSS version 27 program. The test results can be seen in the table below:

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.614	1.499		3.079	.002
	Harga_X1	.047	.111	.031	.419	.676
	Promosi_X2	-.036	.050	-.053	-.715	.476
	Lokasi_X3	-.036	.047	-.057	-.759	.449
	Sarana_Prasarana_X4	-.037	.028	-.096	-1.313	.191

a. Dependent Variable: Abs_RES

Source: Data processed in 2024

Figure 5. Heteroscedasticity Test Results

Based on the results of the regression analysis shown in the coefficient table, there is no clear indication of the existence of heteroscedasticity. This can be seen from the significance values (Sig.) for each independent variable greater than 0.05, namely Price (X1) 0.676, Promotion (X2) 0.476, Location (X3) 0.449, and Infrastructure (X4) 0.191. This shows that heteroscedasticity does not occur in this regression model. Thus, the regression model used in this analysis can be considered valid and feasible for use in further research in the absence of significant heteroscedasticity problems

e. Multicollinearity Test

The multicollinearity test was carried out to find out how the correlation between independent variables in the regression model was. If there is no correlation between independent variables, then the regression model is considered good. This test was carried out with the SPSS version 27 program. Below are the results of the multicollinearity test:

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3.903	2.472		1.579	.116		
	Harga_X1	.428	.183	.143	2.339	.020	.877	1.141
	Promosi_X2	.386	.082	.287	4.682	<,001	.873	1.145
	Lokasi_X3	.188	.077	.153	2.428	.016	.829	1.207
	Sarana_Prasarana_X4	.244	.047	.318	5.191	<,001	.875	1.143

a. Dependent Variable: Keputusan_memilih_Y

Source: Data processed in 2024

Figure 6. Multicollinearity Test Results

Based on multicollinearity analysis, the Tolerance value for all independent variables was above 0.1, namely Price (X1) of 0.877, Promotion (X2) of 0.873, Location (X3) of 0.829, and Infrastructure (X4) of 0.875. The value of the Variance Inflation Factor (VIF) for each variable is less than 10, namely Price (X1) 1,141, Promotion (X2) 1,145, Location (X3) 1,207,

and Infrastructure (X4) 1,143. This shows that there is no significant multicollinearity problem between the independent variables in this regression model.

3. *Regresi Linier Berganda*

Analysis of the Regresi Linier Berganda. The influence between independent variables, namely price, promotion, location, and infrastructure variables on dependent variables, namely the choice decision can be determined by multiple linear regression analysis testing. This test was carried out with an aid in the form of the SPSS version 27 program. The following results of data processing can be seen below:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.903	2.472		1.579	.116
	Harga_X1	.428	.183	.143	2.339	.020
	Promosi_X2	.386	.082	.287	4.682	<,001
	Lokasi_X3	.188	.077	.153	2.428	.016
	Sarana_Prasarana_X4	.244	.047	.318	5.191	<,001

a. Dependent Variable: Keputusan_memilih_Y

Source: Processed data 2024

Figure 7. Multiple Linear Regression Analysis

From the data above, the multiple linear regression equation model is obtained as follows:

Y = 3.903 + 0.428 X1 + 0.386 X2 + 0.188 X3 + 0.244 X4 + *e*

Furthermore, the interpretation of the equation model above is as follows:

First, with the constant value (a) above is 3.903 which is the basic value of the decision to choose where all variables of Price, Promotion, Location, Infrastructure Facilities are equal to zero. It provides an initial overview of the voting decision without the influence of other variables. Second, the value of the price variable coefficient (X1) is 0.428 meaning that for every increase of one unit in the price variable, then the decision to choose will be increased by 0.428 units, with the note that the other variables remain constant. This indicates that price contributes positively to the decision in the election.

Third, the value of the promotion variable coefficient (X2) is 0.386, meaning that every one unit increase in the promotion variable of the decision to choose increases by 0.386 units, assuming the other variables are fixed. This shows that promotion plays an important role in influencing the decisions of students' parents. Fourth, the value of the location variable coefficient (X3) is 0.188 meaning that every increase of one unit in the location variable will increase the choice decision by 0.188 units, assuming the other variables are constant. This suggests that location also contributes positively to the decision to choose, although the effect is smaller compared to price and promotion.

Fifth, the value of the coefficient of the infrastructure variable (X4) is 0.244, meaning that every increase of one unit in the infrastructure variable will increase the decision to choose by 0.244 units, with the note that other variables are fixed. This shows that the quality of facilities and infrastructure also has a positive effect on the decision to choose.

Hypothesis testing in research is an important step in statistical analysis that aims to determine whether the proposed hypothesis can be rejected or accepted with sufficient evidence. There are two types of tests including the F (Simultaneous) test and the T test (Partial).

a. F Test (Simultan)

The results of the F test or simultaneous testing can be seen in the table below:

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	721.619	4	180.405	24.227	<,001^b
	Residual	1548.860	208	7.446		
	Total	2270.479	212			

a. Dependent Variable: Keputusan_memilih_Y

b. Predictors: (Constant), Sarana_Prasarana_X4, Promosi_X2, Harga_X1, Lokasi_X3

Source: Data processed in 2024

Figure 8. Results of the F (Simultaneous Test)

From the data above, there are the results of the F test, with the degree of freedom (df) obtained with n1 = 3 and n2 = 208, which produces a Ftable value of 2.647. The results of the above test, the Fcal value was 24.227, while the Ftabel was 2.647. This indicates that the value of Fcal is greater than that of Ftable, with a significance level of <.001 where the value is lower than 0.05.

Based on the hypothesis tested, it can be concluded that $H0_5$ is rejected, so HA_5 is accepted.

b. T Test (partial)

This test aims to measure how independent variables affect individual dependent variables. The criteria in this study use if t is calculated to be greater than t table, then independent variables are considered to have an effect on dependent variables. The results of the hypothesis test can be seen as follows:

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.903	2.472		1.579	.116
	Harga_X1	.428	.183	.143	2.339	.020
	Promosi_X2	.386	.082	.287	4.682	<,001
	Lokasi_X3	.188	.077	.153	2.428	.016
	Sarana_Prasarana_X4	.244	.047	.318	5.191	<,001

a. Dependent Variable: Keputusan_memilih_Y

Source: Processed data 2024

Figure 9. Results of T Test Analysis

Based on the results of the t-test, the following is the influence of each independent variable on the Parents' Decision in Choosing MTs Darussalam Subah: First, The Price variable (X1) obtained a tcal value of 2.339 and a ttable of 1.971. Thus, the calculation>ttable, in addition, obtained a significance value of 0.020 (< 0.05). Based on this, it can be decided that

the alternative hypothesis (Ha1) is accepted, so that the null hypothesis (H01) is rejected. Second, Variabel Promosi (X2) memperoleh nilai t_{hitung} sebesar 4,682 dan t_{tabel} sebesar 1,971. Dengan demikian, $t_{hitung} > t_{tabel}$, selain itu nilai signifikansi yang diperoleh adalah 0,001 (< 0,05). Berdasarkan data tersebut, dapat diambil keputusan bahwa hipotesis alternatif (H_{a2}) diterima, sehingga hipotesis nol (H_{02}) ditolak. Third, Variabel Lokasi (X3) memperoleh nilai t_{hitung} sebesar 2,428 dan t_{tabel} sebesar 1,971. Dengan demikian, $t_{hitung} > t_{tabel}$, selain itu diperoleh nilai signifikansi sebesar 0,016 (< 0,05). Berdasarkan data tersebut, dapat diambil keputusan bahwa hipotesis alternatif (H_{a3}) diterima, sehingga hipotesis nol (H_{03}) ditolak. Fourth, Variabel Sarana Prasarana (X4) memperoleh nilai t_{hitung} sebesar 5,191 dan t_{tabel} sebesar 1,971. Dengan demikian, $t_{hitung} > t_{tabel}$, selain itu nilai signifikansi yang diperoleh adalah 0,001 (< 0,05). Berdasarkan data tersebut, dapat diambil keputusan bahwa (H_{a4}) diterima, sehingga hipotesis nol (H_{04}) ditolak.

Based on the results of the t-test, all independent variables (Price, Promotion, Location, and Infrastructure) have a significant influence on Parents' Decision in Choosing MTs Darussalam Subah. Thus, alternative hypotheses (Ha_1, Ha_2, Ha_3, Ha_4) are accepted for each of these variables.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564[a]	.318	.305	2.729

a. Predictors: (Constant), Sarana_Prasarana_X4, Promosi_X2, Harga_X1, Lokasi_X3
b. Dependent Variable: Keputusan_memilih_Y

Source: Data processed in 2024

Figure 10. Coefficient of Determination

Based on the data above, there is a value of the determination coefficient R^2 can be seen in the R Square column, which shows a value of 0.318. This value indicates that the influence of price, promotion, location, and infrastructure variables on the decision to choose is 31.8%. This means that about 68.2% of the variation in voting decisions was affected by other variables that were not analyzed.

4. *Correlation Analysis*

The relationship between independent variables, namely price, promotion, location and infrastructure variables and dependent variables, namely the choice decision, can be determined by multiple correlation testing as shown in the table below:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.564[a]	.318	.305	2.729	.318	24.227	4	208	<,001

a. Predictors: (Constant), Sarana_Prasarana_X4, Promosi_X2, Harga_X1, Lokasi_X3
b. Dependent Variable: Keputusan_memilih_Y

Source: Processed data 2024

Figure 11. Correlation Coefficient

From the data above, it can be seen that the Significant F Change value is <.001. Where <.001 is less than 0.05 thus it can be concluded that the variables of price, promotion, location

and infrastructure as a whole are related to the variable of the decision to choose. With a correlation coexistence value of 0.564 where this value is in the medium correlation category.

Correlations

		Harga_X1	Keputusan_ memilih_Y
Harga_X1	Pearson Correlation	1	.313[**]
	Sig. (2-tailed)		<,001
	N	213	213
Keputusan_memilih_Y	Pearson Correlation	.313[**]	1
	Sig. (2-tailed)	<,001	
	N	213	213

[**]. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data 2024

Figure 12. Correlation Between Price and Choosing Decision

From the data above, it is known that the Significant value between the price (X1) and the Choice Decision (Y) is 0.000 < 0.05, this means that there is a significant relationship between the price variable and the choice decision variable. Meanwhile, the amount of the correlation value between the price variable and the decision to choose was 0.313. So the level of relationship between price and decision choice is located in the low category. With the correlation coefficient between the variables marked positive, which means that the relationship between the variables is in the same direction even though the correlation rate of the two variables is low.

Correlations

		Promosi_X2	Keputusan_ memilih_Y
Promosi_X2	Pearson Correlation	1	.347[**]
	Sig. (2-tailed)		<,001
	N	213	213
Keputusan_memilih_Y	Pearson Correlation	.347[**]	1
	Sig. (2-tailed)	<,001	
	N	213	213

[**]. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data 2024

Figure 13. Correlation Between Promotion and Voting Decision

From the data above, it can be seen that the Significant value between the promotion (X2) and the decision to choose (Y) is 0.000. This means less than 0.05, so there is a significant correlation between the promotion variable and the voting decision variable. Meanwhile, the amount of correlation between the promotion variable and the decision to choose was 0.347. With the level of relationships lies in the low category.

Correlations

		Lokasi_X3	Keputusan_memilih_Y
Lokasi_X3	Pearson Correlation	1	.352**
	Sig. (2-tailed)		<,001
	N	213	213
Keputusan_memilih_Y	Pearson Correlation	.352**	1
	Sig. (2-tailed)	<,001	
	N	213	213

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data 2024

Figure 14. Correlation Between Location and Voting Decision

From the data above, it can be seen that the value of the Significant location (X3) with the decision to choose (Y) is 0.000. This is less than 0.05, which means that there is a significant correlation between the location variable and the choice decision variable. Meanwhile, the amount of correlation between the location variable and the decision to choose was 0.352. So the level of relationship between the two variables is in the low category. With the correlation coefficient between the variables marked positive, which means that the relationship between the variables is in the same direction even though the correlation rate of the two variables is low.

Correlations

		Sarana_Pras arana_X4	Keputusan_memilih_Y
Sarana_Prasarana_X4	Pearson Correlation	1	.376**
	Sig. (2-tailed)		<,001
	N	213	213
Keputusan_memilih_Y	Pearson Correlation	.376**	1
	Sig. (2-tailed)	<,001	
	N	213	213

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data 2024

Figure 15. Correlation Between Infrastructure and Voting Decisions

Based on the table above, it is known that the significant value between the infrastructure (X4) and the decision to choose (Y) is 0.000 < 0.05, which means that there is a significant correlation between the variables of infrastructure facilities and the variables of the decision to choose. Meanwhile, the amount of correlation value between the variables of infrastructure facilities and the decision to vote was 0.376. So the level of relationship between the two variables is in the low category. With the correlation coefficient between the variables marked positive, which means that the relationship between the variables is in the same direction even though the correlation rate of the two variables is low.
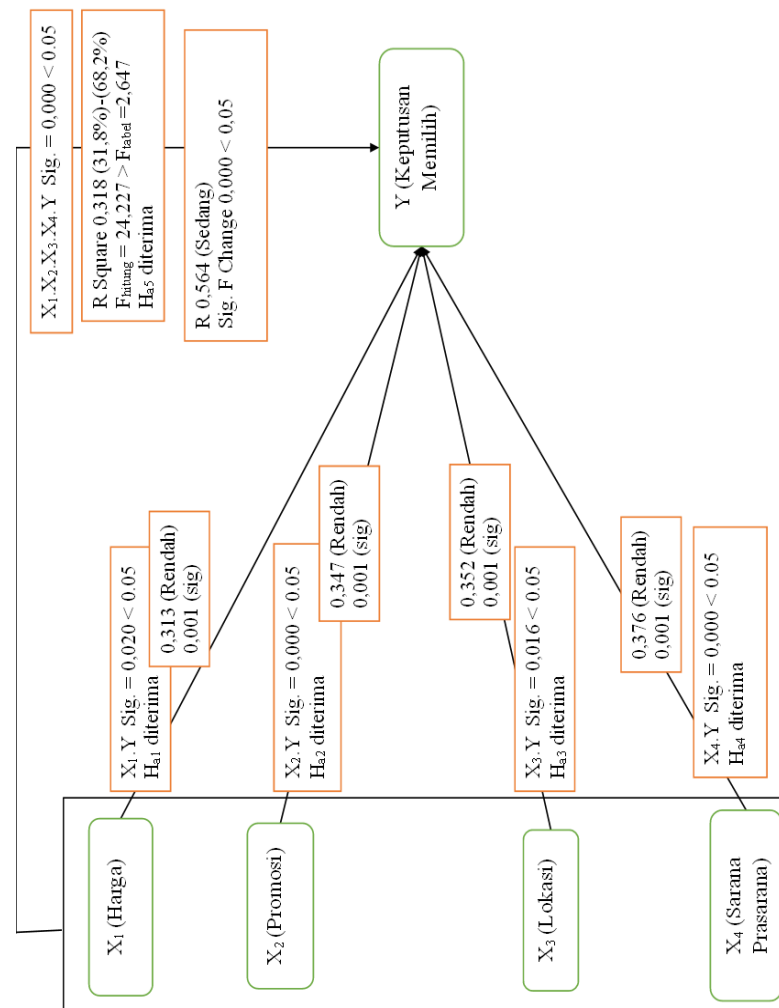
Figure 21. Partial Test Results and Simultaneous Tests

Discussion

This study aimed to examine the influence of price, promotion, location, and facilities on parental decision-making in choosing MTs Darussalam Kemiri, Subah, Central Java, and the findings confirm that all four factors significantly shaped parents' choices. The significance of consumer decision-making in the education sector has been emphasized by prior studies showing that family background, marketing exposure, and institutional offerings jointly determine selection behaviors (Greaves et al., 2023; Somwanshi & Sharma, 2024). Research has also highlighted how contextual and external cues, such as digitalization or social environment, increasingly influence educational choices (Chang et al., 2024; Vo et al., 2025). In this regard, the research question addressed the extent to which price, promotion, location, and facilities acted as measurable drivers for parental enrollment decisions. These considerations align with the broader body of literature emphasizing consumer rationality within educational markets (Ruggles et al., 2024; Zhu, 2023).

The results indicate that price had the strongest influence, with regression analysis showing a coefficient of 0.428, confirming its significance in parental decision-making. The dominance of cost sensitivity resonates with studies on how affordability is central to consumer rationality in education and family decision-making processes (Prastika et al., 2022; Somwanshi & Sharma, 2024). It also reflects patterns found in parental responses to product marketing where financial value often outweighs non-monetary attributes (Ruggles et al., 2024; Tavares-Filho et al., 2025). Interestingly, the relatively low correlation score (0.313) suggests that while price is decisive, it interacts with non-financial elements. This implies that

parents' assessment of cost is embedded within broader social and cultural preferences in educational investment (Chang et al., 2024; Vo et al., 2025).

The second notable finding is the significant role of promotion, which registered a coefficient of 0.386, underscoring the effect of strategic communication on parental decisions. This finding corresponds with research that demonstrates how marketing, visual cues, and mediated messaging effectively alter consumer preferences across both educational and non-educational domains (Greaves et al., 2023; Tavares-Filho et al., 2025). Promotions appear to act as persuasive tools that enhance school visibility and credibility, particularly in competitive environments. Similar to findings in digital education marketing, where institutional visibility directly impacts students' choices, promotion here functions as an enabler of trust (Chang et al., 2024; Somwanshi & Sharma, 2024). It is noteworthy that promotion achieved the highest correlation (0.347) among the independent variables after facilities, reinforcing its position as a vital determinant.

The influence of location, with a regression coefficient of 0.188, was statistically significant though less impactful than price and promotion. This suggests that while accessibility and proximity remain important, they no longer dominate decision-making as strongly as in earlier decades. Research in educational geography indicates that location is increasingly mediated by social capital and institutional reputation rather than mere physical closeness. The correlation analysis (0.352) places location's effect in the low category, highlighting that modern parental choices are less geographically constrained. These findings parallel studies in consumer behavior where spatial proximity has gradually declined as a dominant factor due to increased mobility and information accessibility (Dawborn-Gundlach, 2025; Vo et al., 2025).

Facilities, with a coefficient of 0.244 and correlation value of 0.376, also significantly influenced parental decision-making, emphasizing the role of tangible infrastructure in educational attractiveness. This echoes studies showing that physical and digital resources strongly shape perceptions of institutional quality and parental trust. Unlike location, which operates as an external constraint, facilities embody internal capacity and future potential, thus holding symbolic value. Comparative evidence from enterprise and educational marketing confirms that investment in infrastructure signals credibility and reliability to stakeholders (Somwanshi & Sharma, 2024; Tiwari, 2024). Accordingly, the findings suggest that facilities work as a visible assurance of educational outcomes.

When compared to previous findings, this study both supports and extends the literature. The emphasis on price and promotion confirms observations that economic and communicative factors dominate decision-making in markets with increasing institutional competition. At the same time, the reduced weight of location challenges older frameworks of educational choice that privileged proximity as the central determinant (Dawborn-Gundlach, 2025; Zhu, 2023). The relative strength of facilities echoes research into consumer preferences for institutional branding, where infrastructure substitutes for symbolic assurance (Ruggles et al., 2024; Tiwari, 2024). Taken together, the results extend the literature by illustrating how traditional and modern variables interact in hybrid ways.

The explanation for these findings lies in the interplay between rational calculation and socio-cultural perceptions. Parents simultaneously assess tangible costs, visible infrastructure, and institutional promotion while balancing them against intangible expectations of quality and reputation (Chang et al., 2024; Vo et al., 2025). This multi-dimensional approach mirrors broader consumer behaviors where functional, emotional, and symbolic considerations merge in complex decision-making (Ruggles et al., 2024; Tavares-Filho et al., 2025). However, caution is required when generalizing, as the coefficient of determination ($R^2 = 0.318$) indicates that 68.2% of decision variation stems from other unmeasured factors. This suggests that social networks, religious values, or cultural trust may further mediate decisions in contexts like Islamic education (Prastika et al., 2022; Somwanshi & Sharma, 2024).

The implications of these findings are both theoretical and practical. For theory, the results suggest that parental choice in education is best understood through integrative frameworks that blend rational economic evaluation with socio-cultural mediation. For practice, institutions must balance affordability, strategic communication, infrastructural development, and location-based accessibility to attract families in competitive educational environments. Investment in digital promotion and infrastructure could compensate for weaker location advantages, while affordable tuition remains critical to ensure inclusivity. The findings further stress that institutional marketing must adapt to socio-economic diversity and evolving parental expectations. Ultimately, schools like MTs Darussalam Kemiri must frame their offerings holistically to remain competitive and socially relevant.

Conclusion

This study set out to examine the influence of price, promotion, location, and facilities on parents decisions in selecting MTs Darussalam Kemiri, Kecamatan Subah, Kabupaten Batang, Central Java, with a focus on both partial and simultaneous effects. The findings demonstrate that each variable price, promotion, location, and facilities exerts a significant positive influence on parental decision-making, with price and promotion showing the strongest contributions, followed by facilities and location. Collectively, these results confirm that school choice among parents is shaped not only by financial considerations but also by strategic promotion, accessibility, and the quality of educational infrastructure. Theoretically, this research contributes to the broader discourse on educational marketing and consumer behavior in the context of Islamic education, offering empirical evidence that aligns with and extends existing models of school choice. Nevertheless, the study is limited by its focus on a single institution and geographic setting, which constrains the generalizability of the results. Future research should incorporate comparative analyses across multiple institutions and regions, integrate qualitative perspectives to capture parental motivations more deeply, and explore additional factors such as reputation, academic achievement, and religious orientation. By doing so, subsequent studies may provide a more holistic understanding of parental decision-making in the context of Islamic education and strengthen the strategic frameworks for institutional development.

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