

THE EFFECT OF EDUCATION QUALITY AND TUITION FEES ON SCHOOL SELECTION DECISIONS THROUGH MEDIATION OF SCHOOL IMAGE AT CITRA BANGSA SCHOOL TANGERANG



Stephanie Tjay¹

Institut Asia Malang, Malang, Indonesia
mariastephanietjay@hotmail.com

Widi Dewi²

Institut Asia Malang, Malang, Indonesia
dimaspratomo@radenintan.ac.id

Teguh Widodo³

Institut Asia Malang, Malang, Indonesia
dimaspratomo@radenintan.ac.id

Abstract

Basic education serves as a crucial foundation in shaping an individual's mindset and character. The demographic bonus in Indonesia presents an opportunity for schools to compete as the preferred choice for parents and students. The rapid development of technology and easy access to learning resources encourage schools to reassess their position in the eyes of parents. The phenomenon of school selection has become increasingly complex, influenced by perceptions of educational quality, educational costs, and the school's image within the community. This study aims to analyze the influence of Educational Quality and Educational Costs on School Selection Decisions, with School Image as a mediating variable. This research employs a quantitative method with primary data obtained through questionnaires distributed to 532 parents of students at SD Citra Bangsa School. Using the Slovin formula, a sample of 229 respondents was obtained. The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the Smart PLS 3.0 application. The results show that Educational Quality has a positive and significant effect on School Image and School Selection Decisions. Additionally, Educational Costs have a positive and significant effect on School Image and School Selection Decisions. School Image also has a positive and significant influence on School Selection Decisions. Furthermore, both Educational Quality and Educational Costs have a positive and significant impact on School Selection Decisions through School Image as a mediating variable. These findings highlight the importance of educational quality and educational costs in influencing parents' decisions when choosing schools for their children.

Keywords: Educational Cost, Educational Quality, School Image, School Selection Decisions

INTRODUCTION

Since 2012 Indonesia has received a demographic bonus and this is expected to last until 2035. By reflecting on the successful experiences of countries that have managed to optimize the demographic bonus conditions such as China, South Korea, Japan, and Singapore, we should be able to learn some important points as evaluation material, including prioritizing improvements in the fields of education and health, opening and expanding employment so as to absorb work participation, planning for early aging conditions, and striving for equitable distribution of population throughout the region. (Kominfo, 2014). Education itself is considered a primary need by the government. This can be seen from the government's efforts as stated in Law No. 20 of 2003 concerning *SIDIKNAS*. In the Law, it is clearly written that education is expected to develop students or learners in order to have a religious spiritual foundation, be able to control themselves, have a personality, intelligence, noble character, and have the skills needed both by themselves, the community and the nation and state. In order to have the above abilities, quality education is needed. According to Alifah (2021), there are facts that state that the quality of education has a significant impact on the quality of graduates. Therefore, parents prioritize high-quality education for their children. Elementary school education is a very important stage in a child's life. Elementary school education is the foundation not only of knowledge but also of a child's character that must be considered

There are various factors that parents will consider when choosing a school for their child. Zainurin (2011) mentions that parents generally consider the benefits they want to get, how their children can excel in the future, and the school fees to be incurred as important determining factors in terms of school selection. McDaniel (2006) suggests that the decision-making process of choosing a school includes a long process consisting of exploring and evaluating the child's needs, gathering or searching for information to fulfill these needs and comparing all available options for the most suitable results.

SD Citra Bangsa. SD Citra Bangsa is an elementary school located in Tangerang City, Banten. This year, SD Citra Bangsa has just entered its 16th year. Citra Bangsa Elementary School offers a variety of advantages, including being a trilingual school (English and Mandarin). The choice of English and Mandarin as the language of instruction in addition to

Indonesian is a concrete manifestation of the school's vision to have a global outlook. The background of this study is to analyze the various factors that influence school selection decisions at SD Citra Bangsa. Specifically, this study aims to analyze the effect of education quality on school selection decisions, as well as the effect of education costs on these decisions. In addition, this study also aims to examine how school image affects school selection decisions, as well as how education quality and cost affect school image. Furthermore, this study will explore the role of school image as a mediating variable in the relationship between education quality and school selection decisions, as well as between tuition fees and school selection decisions. Finally, this study also seeks to analyze the simultaneous effect of education quality, tuition fees, and school image on school selection decisions at SD Citra Bangsa.

REVIEW OF LITERATURE

Research by (Putra et al., 2022.) with the title “The effect of location, price perception and school image on the decision of parents of students to choose educational services at Jame Agung Batubulan Elementary School”. In the study, it was concluded that both location, price perception and school image had a positive and significant effect on the decisions of parents of students. In research written by Rosha et al. (2017.) with the title “Factors that influence parents in making decisions to choose Al-Azhar 32 Padang Islamic Elementary School” aims to analyze the influence of: teaching quality, teacher quality, school location, religion, school facilities, school image, school fees, school environment, and school security on parents' decision making in choosing elementary schools. From the results of the study, it is found that the factors that significantly influence parents in choosing SDIA 32 Padang are teaching quality, religion, school image, and school fees. Several other variables such as teacher quality, school location, school facilities, school environment, and school safety did not have a significant influence on school selection decisions. The quality of education refers to how educational institutions, especially elementary schools, can provide maximum and effective learning, helping students develop both academics and character. Research by Sudiantini. D, et al. (2023) entitled “The relationship between service quality, school image, student loyalty and school choice decisions” found a positive

relationship between service quality and student guardian loyalty. There is a positive relationship between school image and student guardian loyalty. Service quality and school image are positively and significantly connected to the selection decision by parents. parents' decision to choose. Loyalty also has a positive relationship with school selection decisions.

Quality in the context of “educational outcomes” can be interpreted as achievements achieved by schools for a certain period of time. Achievements and achievements can be in the form of academic and non-academic ability test results, academic such as daily tests and summative tests per semester, while achievements in the non-academic field can be in the form of sports, arts and skills both soft skills and hard skills. Even school achievements may not be academic achievements but in the form of creating conducive conditions such as an atmosphere of discipline, mutual respect, intimacy and cleanliness. (Riyuzen Praja Tuala, et al 2018). According to Mulyadi (2007: 4) Cost (cost) is cash or cash equivalent value sacrificed to obtain expected goods and services. Still according to Mulyadi (2007: 6), a cost can arise due to the sacrifice of resources (natural, physical, human, etc.) used in providing products/services to meet certain customer needs. Meanwhile, according to Hansen and Mowen (2004: 40) costs are defined as cash or cash equivalent values sacrificed to obtain goods or services that are expected to provide current or future benefits to the organization.

Although the title of the variable used is school image, however, the theory taken in this study refers to brand image theory. According to the definition of brand image proposed by Kotler and Keller (2009: 403) as written by Kurniawati, Suharyono, and Kusumawati (2014) in their journal, brand image is defined as a perception formed and believed by consumers. These formed perceptions are embedded in consumers' memories, so that when consumers hear the brand, they can associate the brand with the kesna in their memory.

The theory of purchasing decisions, referring to purchasing decisions for school selection, proposed by Kotler (2014: 184) considers that consumer purchasing decisions are the final decisions of individuals and households who buy goods and services for personal consumption. Purchasing decisions are interpreted as a series of processes ranging from choosing, buying, and using goods, services, ideas, or experiences to fulfill needs and desires. Meanwhile, according to (Susanto, 2014: 4) purchasing decisions are a process where consumers go through certain stages to purchase a product.

RESEARCH METHOD

This research has a quantitative approach with statistical analysis of data using the SEM-PLS method. Explained according to Sugiyono (2017: 14), what is meant by a quantitative approach is a type of research based on the philosophy of positivism, used to investigate certain populations or samples using random sampling techniques, and collect data using instruments and analyze data with statistical methods. With this approach, the researcher will collect data from a number of parent respondents ranging from grade 1 to grade 6 of SD Citra Bangsa using a specially designed questionnaire using a Likert rating scale of 1 to 5. Furthermore, the data can be statistically analyzed to identify the relationship between these variables, including direct and indirect effects (through school image) on school selection decisions. Thus, the quantitative approach will assist researchers in generating a deeper understanding of how education quality, tuition fees and school image contribute to school selection decisions at SD Citra Bangsa.

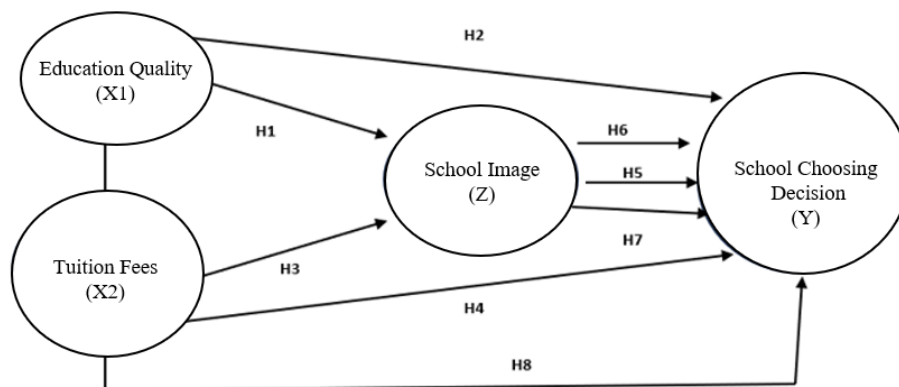


Figure 1.
Conceptual Frameworks

The population of this study is all parents of students of SD Citra Bangsa School Tangerang, starting from grade 1 to grade 6 in the 2024-2025 school year, where a total number is 532 respondents. The subjects of this study were all parents of students of SD Citra Bangsa School Tangerang, where this sampling research was conducted from November 05th, 2024, to November 30th, 2024.

RESULTS AND DISCUSSION

Citra Bangsa School Tangerang is one of the educational institutions located in the Tangerang area. In its development, this school is known as a quality school, especially in

the academic field. In accordance with its motto, “Knowledge is Power”, this school combines the national curriculum with innovative and applicable learning approaches. Supported by adequate facilities and infrastructure as well as professional educators, Citra Bangsa School focuses on forming a logical and critical mindset. Citra Bangsa School has successfully created a positive reputation among the community. The school's image is strengthened by its success in producing graduates who excel both academically and non-academically. The school's students are often proven to be medalists in various competitions, both academic and non-academic. In addition, the competitive tuition fee policy is also an attraction for prospective parents. In this context, school image is an important factor that influences parents' decision to choose Citra Bangsa School as an educational institution for their children.

The bootstrapping test is a statistical technique used to test hypotheses in research models with a resampling approach. In this study, bootstrapping was used to test the effect of education quality variables and tuition fees on school selection decisions, either directly or through the mediation of school image.

Table 1.
Hypothesis Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDE V)	P Values
School Quality → School Image	0.753	0.751	0.073	10.288	0.000
Education Quality → School Choosing Decision	0.741	0.736	0.077	9.651	0.000
Tuition Fees → School Image	0.177	0.180	0.077	2.996	0.003
Tuition Fees → School Choosing Decision	0.143	0.142	0.049	2.860	0.004
School Image → School Choosing Decision	0.199	0.205	0.061	3.270	0.001
Education Quality → School Image → School Choosing Decision	0.150	0.153	0.047	3.179	0.001

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Tuition Fees → School Image → School Choosing Decision	0.115	0.116	0.017	2.483	0.007

Source: Primary Data (2024)

Based on the results of the analysis, it was found that the quality of education has a positive and significant influence on school image with a t-value of 10.288, which is greater than 1.96, and a p-value of 0.000, which is smaller than 0.05. In addition, education quality also has a positive and significant effect on school selection decisions with a t-value of 9.651 > 1.96 and a p-value of 0.000 < 0.05. Tuition fees also showed a positive and significant influence on school image, as indicated by a t-value of 2.996 > 1.96 and a p-value of 0.003 < 0.05. The same also applies to the relationship between tuition fees and school selection decisions, with a t-value of 2.860 > 1.96 and a p-value of 0.004 < 0.05. The school image itself is proven to have a positive and significant effect on school selection decisions, with a t-value of 3.270 > 1.96 and a p-value of 0.001 < 0.05. In addition, education quality also has a positive and significant effect on school selection decisions through school image as a mediating variable, with a t-value of 3.179 > 1.96 and a p-value of 0.001 < 0.05. Similarly, tuition fees have a positive and significant effect on school selection decisions through school image, as indicated by a t-value of 2.483 > 1.96 and a p-value of 0.007 < 0.05. These results indicate that education quality, tuition fees, and school image have an important role in influencing school selection decisions at SD Citra Bangsa.

Education quality has a positive and significant effect on school image. This means that the higher the quality of education perceived by parents, the better the school image in their eyes. The quality of education that includes aspects such as the indicators used, including teacher competence, curriculum relevance, learning methods, student learning outcomes, and facilities and infrastructure, plays an important role in shaping community perceptions of schools. These findings are in line with previous research by Rosha et al. (2017), which showed that teaching quality and school image are significant factors in influencing parents' perceptions. This is also supported by the views of Edward & Sallis (2004), who state that education quality includes process and outcome components, such as teacher competence,

curriculum relevance, and school facilities, which are the main determinants in building community perceptions of an educational institution.

The quality of education has a positive and significant effect on the selection decision. This means that parents' perception of the quality of education offered by the school has a strong direct influence on their decision to choose the school for their children. The better the quality of education, such as teacher competence, curriculum relevance, learning methods, student learning outcomes, and facilities and infrastructure, the more likely parents are to choose the school. The results of this study are in line with previous research conducted by Rosha et al. (2017). The study shows that the quality of teaching and teachers has a significant influence on parents' decisions in choosing schools. This emphasizes the importance of aspects of teacher competence, curriculum relevance, and learning methods in attracting parents to choose an educational institution.

Tuition fees have a positive and significant effect on school image. This means that parents' perceptions of the tuition fees applied by the school have a strong direct relationship with the school's image. Education costs such as tuition fees, fees, transportation costs, equipment costs and the ease of the payment process are considered in accordance with the benefits obtained from the school. If parents feel that the tuition fees charged are following the quality of services provided, it will increase the positive image of the school in their eyes. The results of this study are in line with previous research, which states that tuition fees that are perceived to be comparable to the quality of services have a significant impact on positive public perceptions. Suhaylide (2012) states that tuition indicators include school fees, equipment, payment procedures and perceived benefits. When parents perceive the benefits of tuition fees, such as the quality of facilities, teachers, and the learning process, positive perceptions of the institution increase.

Tuition fees have a positive and significant effect on the selection decision. This means that parents' perceptions of education costs, such as tuition fees, fees, and school supplies, have a strong direct relationship with their decision to choose the school. If parents feel that the tuition fees charged are affordable, transparent, and proportional to the quality of education services provided, the stronger and more stable the parents' decision to send their children to the school. The results of this study are consistent with previous research by

Sudiantini et al. (2021), who found that tuition fees are an important factor influencing parents' decisions to choose a school. This is also in line with Suhaylide's (2012) view, which states that affordability, transparency of payment procedures, and perceived benefits are the main indicators in evaluating education costs.

School image has a positive and significant effect on school image. This means that parents' positive perception of the school image has a strong direct impact on their decision to choose the school. School image reflects reputation, achievement, thus making the school recognized and can shape the perception of the school in the community. With the good quality of services and school image provided by the school, a bond of attachment between parents and the school is formed. If there is already attachment and recognition from parents about the school, for example, it is known for its quality curriculum, academic and non-academic achievements, or emotional support and adequate facilities-then parents will be more likely to choose the school for their children. The results of this study support previous findings by Rosha et al. (2017), who found that school image, including reputation and service quality, has a significant effect on parents' decisions to choose a primary school. This study highlights that a good school image, supported by quality curriculum, achievement, and professionalism of teaching staff, creates great trust for parents to choose the school.

The quality of education has a positive and significant effect on the selection decision through school image. This means that school image plays a mediating role in the relationship between education quality and parents' decision to choose a school. In other words, high education quality, such as teacher competence, curriculum relevance, effective learning methods and supporting facilities, not only directly influences parents' decisions but also improves the school's image in the eyes of the community. A positive school image then reinforces this influence, so that parents feel more confident and trusting in choosing a school. This result is in line with previous research by Harni Soimah (2021), which found that school image plays an important role as a mediator in the relationship between education quality and selection decisions. This study confirms that aspects of education quality such as teacher competence, relevant curriculum and adequate facilities not only influence parents' decisions directly but also strengthen the positive image of the school, which ultimately increases parents' confidence in choosing a school.

Tuition fees have a positive and significant effect on selection decisions through school image. This means that parents' perceptions of tuition fees not only directly influence their decision to choose a school but also contribute to the formation of the school's image, which in turn reinforces the decision. When parents feel that the tuition fees charged, such as tuition fees, fees or equipment fees, are in line with the quality of services provided by the school, this enhances the positive image of the school in their eyes. A good image of the school then strengthens parents' confidence to choose the school. The results of this study, in accordance with research by Rosha et al. (2017), who found that school fees and school image are significant factors in influencing parents' decision to choose a school. The study explains that the perception of reasonable costs and comparable to the educational services provided strengthens the positive image of the school, which then influences parents' decisions.

Based on the results of the R-Square test which shows that the Quality of Education, Cost of Education is able to explain the variability of School Selection Decisions by 89.4%, it can be concluded that these two factors have a very strong influence in shaping parents' decisions in choosing schools for their children. This finding is in line with research conducted by Rosha et al. (2017), who found that teaching quality and school image are significant factors in parents' decision to choose a school. In addition, research by Perkasa et al. (2020) also revealed that education quality, tuition fees, and brand image significantly influence students' interest in choosing an educational institution.

In the context of basic education, the quality of education includes the effectiveness of teaching methods, student engagement in the learning process and the suitability of the curriculum for future needs. According to Riyuzen Praja Tuala et al. (2019), a quality school is one that not only delivers good academic results but also builds students' character and skills. This suggests that a high quality of education will contribute to a good image of the school, which in turn increases parents' confidence in choosing the school.

Tuition fees are also an important factor in decision-making, as evidenced in a study by Safina (2024), who found that tuition fees have a significant influence on parents' satisfaction with educational institutions. In this case, affordability of school fees as well as flexibility in payment methods are crucial aspects that influence parents' perceptions of

schools. When parents feel that the cost they spend is proportional to the services and quality of education provided, they tend to be more confident in choosing the school.

School image, as a mediating variable, strengthens the relationship between quality and cost of education on school choice decisions. According to Prasetyo (2018), school image can be measured through reputation, accreditation, teaching staff, and the quality of services provided. A good image will increase the attractiveness of the school for prospective students and parents, as found in a study by Natalia et al. (2024), where school image, service quality, and school culture have a positive effect on parental satisfaction.

Overall, the results of this study confirm that education quality and tuition fees directly influence school choice decisions, as well as indirectly through school image. Therefore, schools need to ensure that high education standards are maintained, tuition fees remain competitive, and school image continues to be built through achievements, reputation, and good service to increase attractiveness for prospective students and parents.

CONCLUSION

This study found that education quality has a positive and significant influence on school image. The better the quality of education perceived by parents, the higher the school image in their eyes. Factors such as teacher competence, relevant curriculum, effective learning methods and adequate facilities are the main determinants in building a positive school image. In addition, the quality of education also has a significant influence on school selection decisions. The higher the quality of education offered, the more likely parents are to choose the school for their children. Thus, the quality of education is a key factor that determines the attractiveness of schools in the eyes of the community.

Tuition fees also have a positive effect on school image and school selection decisions. Parents tend to have a positive perception if the fees charged are in line with the quality of education provided. Transparency in tuition fees and the appropriateness between fees and services received can improve the school's image. This also has a direct impact on parents' decision to choose a school. When tuition fees are perceived as affordable, transparent and in line with the quality of services provided, parents are more likely to choose the school for their children.

School image itself plays a significant role in school selection decisions. Positive perceptions of a school's reputation, achievements and service quality strengthen parents' confidence to send their children to that school. Furthermore, school image proved to be a mediator in the relationship between education quality and tuition fees and school selection decisions. This suggests that school image is not only an outcome of education quality and cost, but also plays an important role in amplifying the impact of these factors on parents' decisions.

Based on the findings of this study, there are several implications that can be drawn to enhance the attractiveness of schools. First, schools need to continuously develop teachers' competencies and align the curriculum with students' needs and the evolving times. This will strengthen the quality of education, which directly impacts the school's image and the decision-making process of parents when choosing a school. Additionally, investing in educational facilities such as laboratories, modern classrooms, and learning technologies is also an important step to support effective teaching methods and improve the school's appeal. Transparency and alignment of education costs with the services provided should be a primary focus. Parents tend to have more trust in schools that are open about managing costs and provide services that match the fees they charge. This trust can strengthen the school's image and increase the number of student registrations. Furthermore, enhancing both academic and non-academic achievements of the school is also a crucial factor in building reputation and attracting more prospective students. Branding and communication strategies should also be strengthened through various media, including social media and the school's official website. Schools that actively build a positive image through effective communication with the community will find it easier to attract parents' interest. Furthermore, schools need to optimize the role of their image as a factor that can strengthen parents' decisions in choosing a school.

A holistic approach in decision-making is key to improving the attractiveness of schools. Schools must consider the interaction between education quality, education costs, and the school's image to create a strong synergy in attracting and retaining students. By understanding and effectively managing these three factors, schools can build a strong reputation and continue to grow in an increasingly competitive educational environment.

REFERENCES

- Aaker, D. A. (2011). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.
- Afsari, N. (2019). Pengaruh Kualitas Pendidikan terhadap Keputusan Pemilihan Sekolah. *Jurnal Pendidikan*, 5(3), 45-60.
- Alves, T. C. (2022). The Effect of Quality Service, Brand Image, and Tuition Fees on Student Loyalty Mediated by Student Satisfaction at Instituto Profissional De Canossa, Dili, Timor Leste. *Journal of Education and Research*, 12(3), 145-159.
- Ananda, R. (2011). *Brand Image dan Pengaruhnya terhadap Loyalitas Konsumen*. Jakarta: Gramedia.
- Assauri, S. (2015). *Manajemen Pemasaran*. Jakarta: Rajawali Pers.
- Biel, A. L. (1992). How Brand Image Drives Brand Equity. *Journal of Advertising Research*, 32(6), 6-12.
- Carter, J. (2009). *Accounting for Business Costs*. New York: McGraw-Hill Education.
- Dadang Suhardan, Riduwan, & Enas. (2012). *Pendanaan dan Pengelolaan Pendidikan*. Bandung: Pustaka Pelajar.
- Dedi Supriadi. (2010). *Biaya Pendidikan dalam Penyelenggaraan Sekolah*. Jakarta: Alfabeta.
- Dewey, J. (2014). Proses pengalaman dalam pendidikan. Dalam Husni, *Pendidikan Sebagai Proses Pertumbuhan* (hal. 16). Jakarta: Grasindo.
- Dewi, I. (2023). Pengaruh Biaya Pendidikan dan Brand Image terhadap Loyalitas Siswa. *Jurnal Manajemen Pendidikan*, 10(2), 120-135.
- Edward, S., & Sallis, E. (2004). *Total Quality Management in Education*. London: Kogan Page.
- Fattah, N. (2009). *Ekonomi Pendidikan*. Bandung: Remaja Rosdakarya.
- Freya, A. Y. (2021). *Hubungan antara Biaya Pendidikan dan Keputusan Pemilihan Sekolah di Tangerang*. Skripsi. Universitas Indonesia.
- Gircela, D. (2019). Analisis Pengaruh Kualitas Pendidikan terhadap Brand Image Sekolah Swasta. *Jurnal Ekonomi Pendidikan*, 8(1), 34-50.
- Hansen, D. R., & Mowen, M. M. (2004). *Cost Management: Accounting and Control* (4th ed.). Mason: South-Western College Publishing.
- Hardy, D. (2007). *Strategi Peningkatan Mutu Pendidikan*. Bandung: Alfabeta.
- Harni Soimah. (2021). The Impact of Education Quality and Self-Ability on Students' Decisions to Choose an Islamic Education Program in Higher Education: Exploring the Mediating Role of Brand Image. *Journal of Islamic Studies*, 5(2), 67-80.
- Harni, S. (2024). The Role of Quality Education on Students' Decision through Brand Image. *Journal of Educational Studies*, 15(1), 23-40.
- Harsono. (2007). *Manajemen Pembiayaan Pendidikan*. Yogyakarta: Gadjah Mada University Press.
- Hikmah Perkasa, D. (2020). Pengaruh Kualitas dan Biaya Pendidikan terhadap Keputusan Pemilihan Sekolah di XYZ. Skripsi. Universitas XYZ.
- Hikmah Perkasa, D., & Sunaryo, W. B. T. (2020). Peran kualitas pendidikan, biaya pendidikan, lokasi, dan citra merek dalam mempengaruhi minat siswa memilih perguruan tinggi XYZ. Skripsi. Universitas XYZ.
- Husni. (2014). *Pengertian Pendidikan dan Proses Pembelajaran*. Jakarta: Gramedia.

- Iskandar, J. (2019). Pengaruh Brand Image terhadap Keputusan Konsumen di Sektor Pendidikan. *Jurnal Pemasaran Pendidikan*, 6(4), 80-95.
- Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation, and Control* (9th ed.). Upper Saddle River, NJ: Prentice Hall.
- Kotler, P. (2014). *Manajemen Pemasaran* (13th ed.). Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2004). *Principles of Marketing* (10th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Upper Saddle River, NJ: Prentice Hall.
- Kotler, P., & Armstrong, G. (2015). *Marketing: An Introduction* (12th ed.). Upper Saddle River, NJ: Pearson Education.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management* (13th ed.). Upper Saddle River, NJ: Prentice Hall.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Upper Saddle River, NJ: Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Upper Saddle River, NJ: Pearson Education.
- Kurniawati, F., Suharyono, & Kusumawati, A. (2014). Pengaruh Citra Merek terhadap Loyalitas Konsumen pada Produk Smartphone Merek Samsung. *Jurnal Ilmu Administrasi Bisnis*, 3(1), 112-121.
- Langeveld, M. J. (2014). Pendidikan sebagai Upaya Bimbingan Menuju Kedewasaan. Dalam Husni, *Pendidikan Sebagai Proses Pertumbuhan* (hal. 16). Jakarta: Grasindo.
- Mangkunegara, A. P. (2015). *Perilaku Konsumen: Perspektif Manajemen dan Pemasaran*. Bandung: Alfabeta.
- Mulyadi. (2007). *Akuntansi Biaya*. Jakarta: Salemba Empat.
- Mulyasa. (2009). *Manajemen Berbasis Sekolah*. Bandung: Remaja Rosdakarya.
- Nanang Fattah. (2009). *Ekonomi dan Pembiayaan Pendidikan*. Bandung: Remaja Rosdakarya.
- Natalia, D., & Safina, P. I. (2024). Pengaruh Citra Sekolah, Kualitas Pelayanan, dan Budaya Sekolah terhadap Kepuasan Orangtua di PKBM Alfa Omega Sekolah Kania, Tangerang. Skripsi. Universitas Indonesia.
- Ofoghi, N., et al. (2016). The Impact of Classroom Atmosphere on Quality of Learning. *Journal of Education and Learning*, 5(2), 45-60.
- Oktavianti, R. (2019). Dampak Kualitas Pendidikan terhadap Loyalitas Orang Tua Siswa. *Jurnal Pendidikan Dasar*, 7(3), 65-78.
- Pakpahan, A. B. (2023). Pengaruh biaya pendidikan, lokasi, dan kualitas pelayanan terhadap kepuasan siswa pada SMK PAB 2 Helvetia. Skripsi. Universitas Sumatera Utara.
- Panduan Perhitungan Biaya Operasional Satuan Pendidikan. (2011). Jakarta: Kementerian Pendidikan dan Kebudayaan Republik Indonesia.
- Pasaribu, H. (2017). *Standar Nasional Pendidikan: Hakikat dan Konseptual*. Jakarta: Grasindo.
- Peraturan Pemerintah Nomor 19 Tahun 2005 tentang Standar Nasional Pendidikan. (2005). Jakarta: Pemerintah Republik Indonesia.
- Peraturan Pemerintah Nomor 48 Tahun 2008 tentang Pendanaan Pendidikan. (2008). Jakarta: Pemerintah Republik Indonesia.

- Perkasa, D. H., & Sunaryo, W. B. T. (2020). Peran kualitas pendidikan, biaya pendidikan, lokasi, dan citra merek dalam mempengaruhi minat siswa memilih perguruan tinggi XYZ. Skripsi. Universitas XYZ.
- Prasetyo, A. (2018). Citra Sekolah dan Loyalitas Konsumen. *Jurnal Pendidikan dan Manajemen*, 5(2), 34-42.
- Putra, D. G. A. A., et al. (2022). Pengaruh lokasi, persepsi harga dan citra sekolah terhadap keputusan orang tua murid memilih jasa pendidikan di sekolah dasar jambe agung batubulan. Skripsi. Universitas XYZ.
- Putra, D. G. A. S. (2021). Analisis Pengaruh Biaya Pendidikan terhadap Keputusan Memilih Sekolah di Bali. Skripsi. Universitas Udayana.
- Restiani, I. (2023). Citra Sekolah sebagai Mediator antara Kualitas Pendidikan dan Keputusan Memilih Sekolah. *Jurnal Manajemen Pendidikan*, 12(2), 98-115.
- Ritonga, D. (2024). Pengaruh Faktor Biaya Pendidikan terhadap Kepuasan Orang Tua Siswa. *Jurnal Pendidikan dan Ekonomi*, 9(1), 45-58.
- Riyuzen Praja Tuala, et al. (2018). Kualitas Proses dan Hasil Pendidikan dalam Perspektif Akademik dan Sosial. *Journal of Educational Studies*, 7(1), 15-30.
- Riyuzen Praja Tuala, et al. (2019). Ciri-Ciri Sekolah Berkualitas dalam Konteks Pendidikan Indonesia. *Journal of School Management*, 3(2), 34-50.
- Rofiq, A. (2012). Kualitas Absolut dan Relatif dalam Pendidikan. Yogyakarta: Pustaka Pelajar.
- Rohmanuddin. (2022). Pengaruh Biaya dan Brand Image terhadap Pilihan Sekolah oleh Orang Tua. *Jurnal Penelitian Pendidikan*, 14(3), 135-150.
- Rosha, Z., & Ritonga, D. (2017). Faktor-Faktor yang Mempengaruhi Orang Tua dalam Pengambilan Keputusan Memilih Sekolah Dasar Islam Al-Azhar 32 Padang. Skripsi. Universitas Negeri Padang.
- Rusman. (2017). Proses dan Hasil Pendidikan Berkualitas. Bandung: Alfabeta.
- Safina, P. I. (2024). Influence of education costs, educators, service quality, and facilities on guardian satisfaction at the Yayasan Tasik (Taman Anak Sholeh Ibnu Katsir) Batam. Skripsi. Universitas Batam.
- Schiffman, L. G., & Kanuk, L. L. (2008). *Consumer Behavior* (10th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. New York: John Wiley & Sons.
- Setiadi, N. J. (2014). *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana.
- Soimah, H. (2021). The impact of education quality and self-ability on students' decisions to choose an Islamic education program in higher education: exploring the mediating role of brand image. *Journal of Islamic Studies*, 5(2), 67-80.
- Sudiantini, D., et al. (2021). Hubungan Kualitas Pelayanan, Citra Sekolah, Loyalitas Siswa, dan Keputusan Memilih Sekolah. *Journal of Educational Studies*, 8(2), 134-150.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.

- Suharyanto, A. (2018). *Pengelolaan Keuangan Sekolah*. Bandung: Alfabeta.
- Suhaylide, A. (2012). *Analisis Faktor-Faktor yang Mempengaruhi Keputusan Orang Tua dalam Memilih Sekolah*. Jakarta: Universitas Indonesia.
- Supriyono, A. (2000). *Akuntansi Manajemen untuk Pengambilan Keputusan*. Jakarta: Salemba Empat.
- Susanto, A. (2014). *Perilaku Konsumen dan Strategi Pemasaran*. Yogyakarta: Graha Ilmu.
- Suyono, A. (2017). Effect of Brand Image, Education Cost, and Education Facilities on Student's Decision in Choosing Accounting Department. *Journal of Business and Management*, 15(4), 215-230.
- Tilaar, H. A. R. (2010). *Manajemen Pendidikan Nasional*. Jakarta: Rineka Cipta.
- Tjiptono, F. (2016). *Pemasaran Strategik*. Yogyakarta: Andi Offset.
- Tomas da Costa Alves. (2022). The Effect of Quality Service, Brand Image, and Tuition Fees on Student Loyalty Mediated by Student Satisfaction at Instituto Profissional De Canossa, Dili, Timor Leste. *Journal of Education and Research*, 12(3), 145-159.
- Wijaya, B. S. (2013). Dimensi Brand Image dan Implikasinya terhadap Keputusan Pembelian Konsumen. *Jurnal Pemasaran dan Perilaku Konsumen*, 2(3), 45-58.
- Yasmin, F. A. (2021). Hubungan antara Biaya Pendidikan dan Persepsi Konsumen terhadap Sekolah. Skripsi. Universitas Gadjah Mada.
- Yunus, M. (2014). Upaya Meningkatkan Ilmu Pengetahuan dan Akhlak Anak Melalui Pendidikan. Dalam Husni, *Pendidikan Sebagai Proses Pertumbuhan* (hal. 16). Jakarta: Grasindo.