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THE INFLUENCE OF SCHOOL IMAGE, FACILITIES, AND PRICE ON PARENTS' DECISION TO CHOOSE EDUCATIONAL SERVICES AT KARYA SENIOR HIGH SCHOOL SEKADAU

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Abstract. This study aims to analyze the influence of school image, facilities, and price on parents' decision in choosing educational services at SMA Karya Sekadau. This research uses an associative quantitative method with a sample of 158 respondents determined using the Slovin formula. Data were collected through questionnaires and interviews, while data analysis was carried out using instrument validity and reliability tests, classical assumption tests, multiple linear regression analysis, as well as simultaneous F-test and partial t-test. The F-test results show that the variables of school image, facilities, and price simultaneously have a positive and significant effect on parents' decisions. The t-test results also indicate that school image, facilities, and price each have a positive and significant partial effect on parents' decisions. The coefficient of determination (R^2) value of 0.523 indicates that 52.3% of parents' decisions are influenced by these three variables. The implication of this study is that SMA Karya Sekadau needs to continuously strengthen its school image, improve the quality and adequacy of its facilities, and maintain transparency and affordability of costs to enhance competitiveness and public trust. This study recommends that future research expand the object of study, add other relevant variables, and use a mixed-methods approach for more in-depth results.

Keywords: School Image; Facilities; Price, Parents' Decision

I. INTRODUCTION

Education in general can be defined as a systematic and structured learning process aimed at developing individuals' abilities, knowledge, and character. The purpose of education is to help individuals reach their maximum potential and become productive and contributing members of society. Currently, the community perceives schools as the primary means for producing graduates who can contribute to improving the quality of human resources [1]. Education is also considered a crucial and strategic aspect in developing human potential across various fields to create a competitive edge in facing global competition and the industrial revolution. To achieve this goal, an educational institution must implement good management practices.

In the field of education, management is generally associated with how supervisors manage or organize an educational institution. Several definitions describe educational management, including that it is the organization of educational activities through systematic planning, organizing, guidance, budgeting, supervision, evaluation, and reporting to achieve high-quality educational objectives. As an organization, education aims to manage its resources optimally to improve quality, thereby attracting public interest and encouraging students to continue their studies at the next educational level [2].

SMA Karya Sekadau, owned by a foundation under the management of the Sanggau Diocese, has been operating since June 1, 1981, and is located at Jl. Merdeka Timur, Sungai Ringin, Sekadau Hilir District, Sekadau Regency. SMA Karya has an "A" accreditation status that has been valid since 2022 based on Decree No. 1466/BAN SM/SK/2022. According to existing data, SMA Karya employs 31 teachers consisting of 15 men and 16 women; this balanced structure reflects an appropriate placement of teaching staff according to the school's needs. The school has also been selected to implement the 2013 Curriculum (K13), indicating that its teachers are trusted and capable of delivering the latest national curriculum. Several teachers regularly participate in Subject Teachers' Working Group (MGMP) activities both at the district and provincial levels. In the new student admission process (PPDB) at SMA Karya Sekadau, data for 2022 shows that the school targeted 250 new students. The school does not strictly apply a zoning system like some other high schools; however, the high ratio indicates tight competition among students, and classroom space is relatively limited. Senior High School (SMA) remains one of the primary choices for further education because it provides knowledge with an emphasis on students' interests, which serves as preparation for pursuing higher education [3].

Based on SMA Karya Sekadau's data, the number of new student admissions can be seen in Table 1.1 below:

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Table 1.1
Number of Students Registered and Accepted at SMA Karya Sekadau, Academic Year 2021/2022 to 2024/2025

Year	Registered	Accepted	Percentage
2021/2022	240	240	
2022/2023	230	230	4,17%
2023/2024	245	245	(6,52%)
2024/2025	233	233	4,89%

Source: SMA Karya Sekadau, 2025

The increasing number of Senior High Schools (SMA) and Vocational High Schools (SMK) in Sekadau Regency has led to growing competition among educational institutions to meet the community's educational needs. Each prospective student is always faced with various alternative school choices [4]. This competition in educational services encourages each institution to continuously improve its school image and service quality as part of education management, with the aim of maintaining parents' trust so they continue to choose educational services that align with their expectations. Image is selected because it relates to reputation, name, services, and school quality [5]. According to [6], image is an impression that a person perceives about a product or organization as a whole. School image functions as a promotional strategy to consumers and the wider community with the goal of increasing the interest of prospective students to enroll [7].

Based on interviews conducted by the researcher with several parents, it was revealed that there are several factors that significantly affect parents' satisfaction with the school's image. First, there were complaints about the registration service during new student admissions, which was considered unresponsive and inefficient. Second, teaching methods were perceived as lacking creativity and innovation, leading to disappointment and negative perceptions of the school's reputation. Third, suboptimal social media crisis management caused information to be delivered late and not reach the entire community effectively. Fourth, as a private school under the Sanggau Diocese Foundation, SMA Karya still faces the stigma that public schools are superior in terms of costs and quality. Fifth, the limited dissemination of positive information causes the public to grasp negative news more quickly than the school's achievements and positive values.

In addition, inadequate facilities to support the teaching and learning process have also become a negative factor, especially when compared to the number of students enrolled. The better and more adequate the facilities provided by the school, the greater the students' enthusiasm for participating in the learning process; conversely, if the available facilities are less supportive, even if minimum requirements are met, this may still have an impact on decreasing students' learning motivation [8]. Damaged or unfit classrooms are one of the factors that cause discomfort for students during lessons. Cost factors such as initial registration fees and monthly tuition fees (SPP), which often change each year for various reasons, also become a consideration for parents before making a final decision. They tend to compare these costs with those of other schools in the area that may offer more affordable options.

A study conducted by [9] shows that image has a significant effect on respondents' decisions to choose a university; however, cost does not affect respondents' decisions. Research byc[10] indicates that education costs and school image partially influence parents' decision to choose a junior high school. Similarly, a study by [11] shows that school image and price partially have a positive and significant effect on parents' decision. Based on the background described above, the researcher conducted a study entitled "The Influence of School Image, Facilities, and Price on Parents' Decision to Choose Educational Services at SMA Karya Sekadau."

II. RESEARCH METHOD

Type of Research

This research uses an associative method, which aims to identify the relationship between two or more variables [12]. The focus of this study is to analyze the relationship between School Image, Facilities, and Price on Parents' Decision in Choosing Educational Services at SMA Karya Sekadau.

Data Collection Techniques

The data collection techniques include primary and secondary data. Primary data refers to data obtained directly through interviews and questionnaires [13]. Interviews were conducted with the school principal to gain in-depth information about the school's conditions. Questionnaires were distributed to students' parents with permission from the school. Secondary data refers to supporting data obtained from school documents related to general conditions and the number of students.

Population and Sample

The population in this study consists of all parents of students at SMA Karya Sekadau. The sample was determined using the Slovin formula [14] with a total population of 708 people and an error tolerance of 7%, resulting in a sample of 158 respondents.

Research Variables & Likert Scale

The variables in this study consist of independent and dependent variables. The independent variables are School Image (X1), Facilities (X2), and Price (X3) [13]. The dependent variable is Parents' Decision. This study uses a five-level Likert scale ranging from "strongly disagree (1)" to "strongly agree (5)" to measure respondents' attitudes, opinions, and perceptions [13].

Data Analysis Techniques

The data analysis techniques in this study are carried out through several stages: instrument testing, which includes a validity test to measure the validity of the questionnaire using SPSS 21, where an item is declared valid if the calculated r-value is greater than the r-table value [12], and a reliability test to ensure the consistency of measurement results [15]. Next, classical assumption tests are conducted, consisting of a normality test to assess the normal distribution of the data [16], a linearity test to ensure the relationship between variables is linear [16], and a multicollinearity test to detect any correlation among independent variables, with a tolerance value > 0.10 and VIF < 10 indicating the model is free from multicollinearity [16]. The data analysis continues with multiple linear regression

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analysis to determine the simultaneous effect of independent variables on the dependent variable using the equation Y = a + b1X1 + b2X2 + b3X3 [12]. To measure the strength and direction of the relationship between variables, a correlation coefficient is used, while the coefficient of determination (R^2) is used to see the contribution of independent variables to the dependent variable [15]. Finally, hypothesis testing is carried out through an F-test to examine the simultaneous effect of all independent variables on the dependent variable [15] and a t-test to measure the partial effect of each independent variable with a significance level of 5% [15].

III. RESULTS AND DISCUSSION

TEST RESEARCH INSTRUMENTS

Validity Test

The validity test in this study aims to measure the extent to which the statements in the questionnaire are able to represent the construct being studied. Validity is tested by correlating the score of each item with the total score, then comparing it with the r table value. With a sample size of 158, the degree of freedom (df = 158–2 = 156) and a significance level of 0.05 result in an r table value of 0.156. The results of the validity test are shown in Table 3.1 below.

TABLE 3.1
VALIDITY TEST RESULTS

Variable	Indicator	r value	r table	Description
School Image (X1)	X1.1	0.471	0.156	Valid
	X1.2	0.532		
	X1.3	0.538		
	X1.4	0.697		
	X1.5	0.598		
	X1.6	0.674		
	X1.7	0.673		
	X1.8	0.633		
	X1.9	0.666		
	X1.10	0.632		
	X1.11	0.693		
	X1.12	0.729		
	X1.13	0.624		
	X1.14	0.581		
	X1.15	0.516		
	X1.16	0.613		
	X1.17	0.663		
	X1.18	0.593		
	X1.19	0.580		
	X1.20	0.549		
Facilities (X2)	X2.1	0.784	0.156	Valid
	X2.2	0.818		
	X2.3	0.845		
	X2.4	0.834		
	X2.5	0.804		
	X2.6	0.702		
	X2.7	0.592		
	X2.8	0.540		
Price (X3)	X3.1	0.774	0.156	Valid
	X3.2	0.800		
	X3.3	0.797		
	X3.4	0.735		
	X3.5	0.702		
	X3.6	0.651		
	X3.7	0.648		
Parents' Decision (Y)	Y.1	0.861	0.156	Valid
	Y.2	0.877		
	Y.3	0.780		
	Y.4	0.678		
	Y.5	0.587		
	Y.6	0.525		
	Y.7	0.607		

Source: Processed Data, 2025

Based on the validity test results for each variable presented in Table 3.1 above, it can be seen that all statement items have a calculated r value greater than the table r value of 0.156. Thus, all statement items in each variable are valid and suitable for use in this study.

Reliability Test

The reliability test is conducted to assess the consistency of each item in the questionnaire as a measuring tool. This study uses Cronbach's Alpha method, where an item is considered reliable if the alpha value reaches a minimum of 0.60. The reliability results for each variable are shown in Table 3.2.

TABLE 3.2
RELIABILITY TEST RESULTS

Variable	Cronbach's Alpha	Description
School Image (X1)	0.913	Reliable
Facilities (X2)	0.883	
Price (X3)	0.855	
Parents' Decision (Y)	0.827	

Source: Processed Data, 2025

Based on the reliability test results for each variable presented in Table 3.2 above, Cronbach's Alpha values > 0.60 is obtained, so it can be concluded that all items in each variable are reliable and suitable for use in this study.

CLASSICAL ASUMPTION TEST

Normality Test

The normality test in this study aims to identify whether the data used is normally distributed. The test is conducted using the Kolmogorov-Smirnov method, with the results shown in Table 3.3.

TABLE 3.3
NORMALITY TEST RESULTS

Test	Value
N (Sample)	158
Test Statistic	.044
Asymp.Sig.(2-tailed)	.200[c]

Source: Processed Data, 2025

Based on the normality test results presented in Table 3.3 above, it can be seen that the Asymp. Sig. (2-tailed) value is 0.200, which > 0.05. Thus, it can be concluded that the data in this study is normally distributed.

Linearity Test

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The linearity test in this study is intended to evaluate whether there is a linear relationship between the independent and dependent variables. The test is conducted using the *Test for Linearity* method, and the analysis results are presented in Table 3.4.

TABLE 3.4
LINEARITY TEST RESULTS

Variable	*Deviation from Linearity*	Description
Parents' Decision* School Image	0.414	Linear
Parents' Decision* Facilities	0.173	
Parents' Decision* Price	0.188	

Source: Processed Data, 2025

Based on the linearity test results for each variable shown in Table 3.4 above, the significance value of Deviation from Linearity > 0.05 is obtained, so it can be concluded that the relationship between the two variables is linear.

Multicollinearity Test

The multicollinearity test in this study is conducted to detect whether there is a high correlation between independent variables in the regression model. Too strong a correlation between independent variables can interfere with the accuracy of regression coefficient estimation and reduce the overall reliability of the model. The results of the multicollinearity test using SPSS are shown in Table 3.5.

TABLE 3.5
MULTICOLLINEARITY TEST RESULTS

Variable	Tolerance	VIF
School Image (X1)	.540	1.852
Facilities (X2)	.574	1.741
Price (X3)	.700	1.429
Dependent Variable: Parents' Decision		

Source: Processed Data, 2025

Based on the results of the multicollinearity test in Table 3.5 above, the results can be explained as follows:

1. The Tolerance value for the School Image variable (X1) is 0.540, which is greater than 0.10. It also has a VIF value of 1.852, which is less than 10.00.
2. The Tolerance value for the Facilities variable (X2) is 0.574, which is greater than 0.10. It also has a VIF value of 1.741, which is less than 10.00.
3. The Tolerance value for the Price variable (X3) is 0.700, which is greater than 0.10. It also has a VIF value of 1.429, which is less than 10.00.

Based on the above explanation and referring to the basis for decision making, because all three variables show a Tolerance value above 0.10 and a VIF below 10.00, it can be concluded that there is no evidence of multicollinearity between the three independent variables in the regression model in this study.

MULTIPLE LINEAR REGRESSION ANALYSIS

Multiple linear regression analysis in this study is used to measure the extent to which two or more independent variables influence one dependent variable, either simultaneously or partially. In addition, this analysis also serves to form a predictive model that explains the relationship between variables. The regression coefficient results based on SPSS output are presented in Table 3.6.

TABLE 3.6
MULTIPLE LINEAR REGRESSION TEST RESULTS

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.111	5.592	.000
School Image (X1)	.118	2.023	.045
Facilities (X2)	.141	2.108	.037
Price (X3)	.425	8.003	.000
Dependent Variable: Parents' Decision			

Source: Processed Data, 2025

Based on Table 3.6 above, the multiple linear regression coefficient equation can be formulated, resulting in the following:

Y = 1.111 + 0.118 X1 + 0.141 X2 + 0.425 X3

a. The constant (a) is 1.111, which means that if the variables School Image (X1), Facilities (X2), and Price (X3) are all zero, then Parents' Decision (Y) will increase by 1.111.
b. The regression coefficient (b1) for the School Image (X1) variable is 0.118 with a positive direction, indicating that every one-unit increase in School Image will cause an increase of 0.118 in Parents' Decision.
c. The regression coefficient (b2) for the Facilities (X2) variable is 0.141 with a positive direction, indicating that each one-unit increase in Facilities will cause an increase of 0.141 in Parents' Decision.
d. The regression coefficient (b3) for the Price variable (X3) is 0.425 with a positive direction, indicating that every one-unit increase in Price will cause an increase of 0.425 in Parents' Decision.

CORRELATION COEFFICIENT TEST AND COEFFICIENT OF DETERMINATION (R^2)

The correlation coefficient is used to measure how strong the relationship between two or more variables is, as well as to determine the direction of that relationship. In this analysis, the method used is Product Moment correlation. The results of the correlation coefficient test can be seen in Table 3.7 below:

TABLE 3.7
CORRELATION AND DETERMINATION COEFFICIENT (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723[a]	.523	.513	.52734
Predictors: (Constant), Price, Facilities, School Image				
Dependent Variable: Parents' Decision				

Source: Processed Data, 2025

Based on the results of the correlation coefficient test shown in Table 3.7 above, a correlation value (R) of 0.723 is obtained. This value indicates that the relationship between the variables

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of School Image, Facilities, and Price on Parents' Decision is strong, as the value is in the range of 0.60-0.799.

Based on the results of the coefficient of determination (R^2) test shown in Table 3.7 above, an R-Square value of 0.523 is obtained. This indicates that the variables School Image, Facilities, and Price can explain 52.3% (1 × 0.523 × 100%) of the influence on Parents' Decision, while the remaining 47.7% is influenced by variables outside the scope of this study.

SIMULTANEOUS TEST (F TEST)

The simultaneous test (F test) in a study aims to analyze whether all independent variables together have a significant influence on the dependent variable. Based on the results of the simultaneous hypothesis test (F test) using SPSS, the simultaneous test results can be seen in Table 3.8:

TABLE 3.8
SIMULTANEOUS TEST RESULTS (F TEST)

Model	Sum of Squares	Mean Square	F	Significance
Regression	46.873	15.624	56.184	.000[b]
Residual	42.826	.278		

Dependent Variable: Parents' Decision
Predictors: (Constant), Price, Facilities, School Image

Source: Processed Data, 2025

Based on the results of the simultaneous test (F test) in Table 3.8 above, the calculated F value is 56.184 > F table 3.09 and the significance value is 0.000 < 0.05. Therefore, it can be concluded that there is a positive and significant simultaneous effect between the variables of School Image, Facilities, and Price on Parents' Decision.

PARTIAL TEST (t Test)

The partial test (t-test) conducted in a study aims to test the influence of each independent variable individually on the dependent variable in a proposed hypothesis. Based on the results of the partial hypothesis test (t-test) using SPSS, the partial test results can be seen in Table 3.9.

TABLE 3.9
PARTIAL TEST RESULTS (T TEST)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.111	5.592	.000
School Image (X1)	.118	2.023	.045
Facilities (X2)	.141	2.108	.037
Price (X3)	.425	8.003	.000

Dependent Variable: Parents' Decision

Source: Processed Data, 2025

Based on the results of the partial test (t-test) in Table 3.9 above, the calculated t-value will be compared with the t-table value. The t-table value is 1.660. The results of the t-test (partial) in Table 3.9 can be explained as follows:

1. The calculated t-value for the School Image variable (X1) is 2.023 > the t-table value of 1.660, and the significance level is 0.045 < 0.05. Therefore, it can be concluded that the null hypothesis Ho is rejected and the alternative hypothesis Ha is accepted. This means that School Image has a positive and significant partial influence on Parents' Decision. This finding reinforces the view that parents' positive perceptions of the school's reputation and good name are able to encourage their decision to enroll their children at the school. This result is consistent with the research of [17] which shows that school image significantly influences the decision to choose, in line with the findings of [18]; [19] who similarly emphasize that the school's brand image has a positive and significant effect on parents' decision-making.
2. The calculated t-value for the Facilities variable (X2) is 2.108 > the t-table value of 1.660, and the significance level is 0.037 < 0.05. Therefore, it can be concluded that the null hypothesis Ho is rejected and the alternative hypothesis Ha is accepted. This indicates that Facilities partially have a positive and significant influence on Parents' Decision. This finding indicates that the better and more complete the learning facilities provided, the greater parents' confidence in entrusting their children's education to the school. This result is in line with the research conducted by [20], which confirms that facilities have an effect on parents' decision, as well as with the findings of [21]; [22] who also show that educational facilities have a positive and significant influence in attracting parents' interest in choosing a school.
3. The t-value for the Price variable (X3) is 8.003 > the t-table value of 1.660, and the significance level is 0.000 < 0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted. This means that Price partially has a positive and significant influence on Parents' Decision. In other words, considerations of competitive registration and tuition fees (SPP) are among the key factors influencing parents when comparing school options. This result supports the findings of [23]; [24]; and [25] who all emphasize that the cost of education contributes positively and significantly to parents' decision in choosing an educational institution.

IV. CONCLUSIONS

Based on the results of the analysis conducted, this study confirms that school image, the availability and quality of facilities, and pricing policies have a real and significant influence, both simultaneously and partially, on parents' decisions in choosing educational services at SMA Karya Sekadau. This is reflected in the coefficient of determination, which shows that more than half (52.3%) of the variation in parents' decisions can be explained by these three variables, while the remainder is influenced by other factors beyond the scope of this study. These findings highlight the importance of maintaining a positive school reputation, providing facilities that support the teaching and learning process, and ensuring that educational costs remain transparent and reasonable in order to build parents' trust. Therefore, the school is advised to continuously maintain and improve these aspects to remain competitive with other schools in the surrounding area. In addition, this study opens opportunities for future researchers to broaden the scope of the study, consider other relevant variables, and combine quantitative methods with a qualitative approach to gain a deeper understanding of the factors that influence parents' decisions in choosing a school.

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