



Research Paper

The Effect of Branding, Quality Service, Satisfaction on the Interest of Private Vocational School Students In Bekasi Utara District

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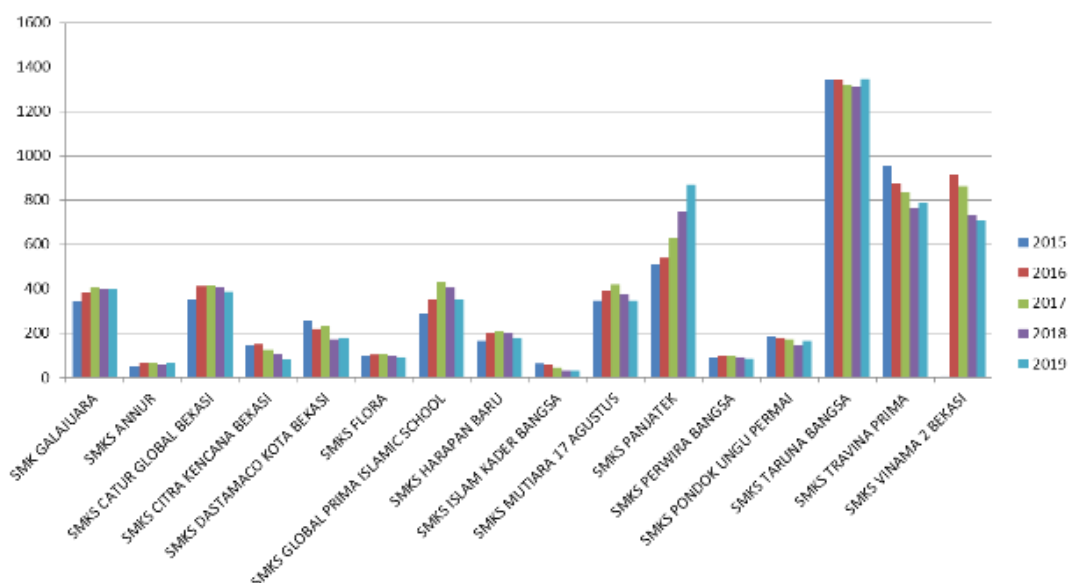
Abstract Vocational High School is a school with job training programs that produce graduates who are ready to work and are needed in the industrial world. Based on data on the number of students from 2015 – 2019 the distribution of students enrolled in the 16 schools was uneven, the purpose of this study was to determine the factors that influence student interest in continuing to private vocational schools using 3 variables, namely branding, quality service, and satisfaction using SPSS. with classical assumption analysis test, t test, f test, and coefficient of determination. The respondents used in this study were 100 students who were randomly sampled with the proportion of 7 respondents from each school getting the results of the analysis of the validity of the three variables $r_{count} > r_{table}$ so that the questionnaire was said to be valid. The reliability test got the results of branding, service quality, satisfaction, and student interest > 0.6 so that this study was said to be reliable. The result of this research is that by doing the t-test of the independent variable Branding partially. does not have an effect on interest, the independent variable Quality Service partially has an influence on student interest, the independent variable Satisfaction partially has no effect on student interest. that branding, quality service, and satisfaction are 11.7% of student interest, while the remaining 88.3% is influenced by other variables not included in the study.

Keywords: Branding, Quality Service, Satisfaction, Student Interest

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I. INTRODUCTION

In this era, many people are aware of the importance of education, with human education required to acquire intelligence and knowledge, so that they will be able to master the fields studied according to the objectives of the implementation of education. This research is focused on *Private Vocational School*, where vocational schools are attractive to students because they have job training programs that produce graduates who are ready to work and are needed in the industrial world. 2015-2019 years.



Picture 1. Number of Private Vocational High School Students 2015-2019

It can be seen from the picture above that from 2015-2019 the number of students enrolled in the school fluctuated. There are 3 schools with the highest consistent number of students compared to 13 other schools, namely SMKS Taruna Bangsa, SMKS Travina Prima, and SMK Vinama 2 Bekasi. There are several schools that have received very low interest over the last 5 years, for schools that have not been able to meet market demands in the field of education, making this phenomenon a threat to the continuity of the educational services offered. This causes many private schools to be operationally closed due to the shortage of students [1].

In the current digital era, educational institutions are grow up, this makes schools a non-profit institution that provides services in the form of educational facilities for students. However, over time this non-profit institution has turned into a business cycle so that it can provide a product in the form of services that can compete in today's global era. School competition is getting tougher, marketing for educational institutions is starting to be needed, every educational institution is required to be able to identify the form of competition it faces and determine the right strategy to market educational services. Schools as educational service providers need to learn and have initiatives to improve customer satisfaction (students) because education is a circular process that influences each other and is sustainable. In today's digital era, marketing in education is done openly to the public and is important in gaining student interest.

Marketing in the world of education is not only focused on improving the reputation (branding) of educational institutions but it is also done to create satisfaction (satisfaction) for educational customers (students) as a form of responsibility to stakeholders. Likewise with customer satisfaction in purchasing products, if the school can provide good graduates, then the school gets a good assessment from consumers, namely students, parents of students and the community. So that it creates a sense of satisfaction (satisfaction) with the school. Therefore, through the right marketing strategy, it can affect students' interest in choosing schools, schools that are of interest to many students by having the right market strategy will continue to exist in the face of global competition[2]. The case study in this research is a Private Vocational School in the North Bekasi sub-district, and based on the background above, the researcher wants to know how much influence branding, quality service, and satisfaction have on the interest of private vocational school students in North Bekasi District.

Berdasarkan deskripsi permasalahan yang sudah dipaparkan pada latar belakang masalah di atas, maka dirumuskan pokok permasalahan sebagai berikut:

1. Does branding affect student interest?
2. Does quality service affect student interest?
3. Does satisfaction affect student interest?
4. Does branding, quality service, and satisfaction affect student interest?

II. METHODOLOGY

Classical Assumption Test

Classical assumption test is a statistical requirement that must be met in multiple linear regression analysis. The classical assumption test used is the multicollinearity test, heteroscedasticity test and autocorrelation test using the SAS program[3].

Normality Test

The normality test of the data can be carried out using the one-way Kolmogorov Smirnov test. Conclusions to determine whether a data follows a normal distribution or not is. If significant > 0.05 then the variable is normally distributed. If significant < 0.05 then the variable is not normally distributed [4].

Heteroscedastic Assumption Test

Heteroscedastic Assumption Test aims to test whether the regression model has an inequality of variance from the residuals of one observation to another [5]. How to detect the presence or absence of heteroscedasticity by looking at the pattern of dots on the regression plots. If the points spread with an unclear pattern above and below the number 0 on the Y axis, there is no heteroscedasticity problem. [3].

Multicollinearity Test

Multicollinearity Test aims to test whether in the regression model there is a correlation between the independent variables. Techniques that can be used to detect multicollinearity include examining the correlation matrix, VIF and TOL values, but in this study, researchers only looked at the VIF (Variance Inflation Factor) and TOL values [3].

Validity Test

Validity comes from validity which means the accuracy of a measuring instrument in determining its measuring function. The higher the value indicated, the more accurate the measuring instrument is. The validity test is very important so that the questions given do not produce data that deviates from the description of the variable in question [6].

Reliability Test

According to Ghozali (2006) in [7] the criteria used in the assessment of the reliability test are:

- If the alpha coefficient is greater than the significance level of 60% or 0.6 then the questionnaire is reliable
- If the alpha coefficient is less than the significance level of 60% or 0.6 then the questionnaire is not reliable

Hypothesis Test

Multiple Linear Test

The mathematical model of multiple linear regression is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3$$

Multiple linear regression is used to see the effect of the independent variables together on the dependent variable. The level of accuracy used is 5%, while to test the significance of the effect of the independent variable on the dependent variable, the t-test is carried out [8]

T-Test (Partial Test)

The effect of the variable X_1 partially on Y is used t test, the results of the hypothesis are if the value of $T_{hit} < T$ table or $sig > 0.05$ then H_0 is accepted, meaning (H_1 is rejected) so that there is no partial effect of X_1 on Y . Conversely, if it is known that the value of $T_{hit} > T$ table with a value of $sig < 0.05$ then the hypothesis is H_0 is rejected meaning (H_1 is accepted) it means that there is a partial effect of X_1 on Y , for X_2 the hypothesis is the same as what has been explained [8].

F-Test (Simultaneity test)

F-test which means the regression model significance test is a joint independent variable test (simultaneous) to find out all the independent variables have a joint effect on the dependent variable [9]

Coefficient of Determination (R²)

The coefficient of determination is a coefficient by showing the percentage of the influence of all independent variables on the dependent variable. If the percentage of the dependent variable shows the greater R^2 , the better the dependent variable in explaining the independent variable. The coefficient of determination (R^2) aims to measure how far the ability of the independent variable to explain the variation of the dependent variable. The coefficient value is between zero and one [10].

III. RESULT AND DISCUSSION

3.1. Result

3.1.1. Validity Test

According to [11] a valid instrument means that the measuring instrument used to obtain data (measure) is valid. Validity test is used to measure the validity or validity of a questionnaire. The validity test in this study was carried out by comparing the calculated r value with the r table. R -table is a table of numbers to read and determine the value of r table with $df = n-2$ significant 10% so that the condition is that if $r\text{-count} > r\text{-table}$ then the statement is valid, and vice versa if $r\text{-count} < r\text{-table}$ then the statement is invalid [12].

Table 3.1 Branding calculation

Variable	Number	r-count	r-table	Description
BRANDING X1	1	0.599	0.1654	Valid
	2	0.692		Valid
	3	0.726		Valid
	4	0.764		Valid
	5	0.764		Valid
	6	0.716		Valid
	7	0.674		Valid
	8	0.591		Valid
	9	0.777		Valid
	10	0.748		Valid

Source :Data Processing Results SPSS, 2021

In the instrument test, a questionnaire was distributed, by giving 10 statement items. For r-table with the number of data (N) = 100, with an error rate of 10% or 0.1. We compare the results of r-coubtwith r-tables where $df = N-2$ is $100-2 = 98$. The results obtained for r-tables are 0.1654. Based on the results of observations of r-table, the value of the sample (N) = 0.1654 from the validity test that all X1 instruments all produce a value (r-Count) > than r-table of 0.1654, seen from the total X1 variable which produces a number greater than r table, so it can be concluded that the X1 variable in this study can be said to be valid.

Table 3.2 Quality Service Calculation

Variable	Number	r-count	r-table	Description
QUALITY SERVICE X1	1	0.413	0.1654	Valid
	2	0.715		Valid
	3	0.527		Valid
	4	0.548		Valid
	5	0.703		Valid
	6	0.736		Valid
	7	0.800		Valid
	8	0.737		Valid
	9	0.630		Valid
	10	0.478		Valid

Source :Data Processing Results SPSS, 2021

In the instrument test, a questionnaire was distributed, by giving 10 statement items. For r-table with the number of data (N) = 100, with an error rate of 10% or 0.1. We compare the results of r-count with r-tables where $df = N-2$ is $100-2 = 98$. The results obtained for r-tables are 0.1654.

Based on the observations of r-table, the value of the sample (N) = 0.1654 from the validity test that all X2 instruments all produce a value (r-count) > than the r-table of 0.1654, seen from the total X2 variable which produces a number greater than the r-table, so it can be concluded that the X2 variable in this study can be said to be valid.

Table 3.3 Satisfaction Calculation

Variable	Number	r-coubt	r-table	Description
SATISFACTION X1	1	0.643	0.1654	Valid
	2	0.649		Valid
	3	0.531		Valid
	4	0.579		Valid
	5	0.697		Valid
	6	0.578		Valid
	7	0.638		Valid

	8	0.579		Valid
	9	0.615		Valid
	10	0.367		Valid

Source :Data Processing Results SPSS, 2021

In the instrument test, a questionnaire was distributed, by giving 10 statement items. For r-table with the number of data (N) = 100, with an error rate of 10% or 0.1. We compare the results of r-count with r-tables where $df = N-2$ is $100-2 = 98$. The results obtained for r-tables are 0.1654. Based on the results of the r-table observation, the value of the sample (N) = 0.1654 from the validity test that all X3 instruments all produce a value (r-count) > than the r-table of 0.1654, seen from the total X3 variable which produces a number greater than the r-table, so it can be concluded that the X3 variable in this study can be said to be valid.

Table 3.4 Student Interest Calculation

Variable	Number	r-count	r-table	Description
Student Interest Y	1	0.677	0.1654	Valid
	2	0.638		Valid
	3	0.545		Valid
	4	0.686		Valid
	5	0.721		Valid
	6	0.575		Valid
	7	0.610		Valid
	8	0.529		Valid
	9	0.578		Valid
	10	0.484		Valid

Source :Data Processing Results SPSS, 2021

In the instrument test, a questionnaire was distributed, by giving 10 statement items. For r-table with the number of data (N) = 100, with an error rate of 10% or 0.1. We compare the results of r-count with r-tables where $df = N-2$ is $100-2 = 98$. The results obtained for r-tables are 0.1654. Based on the results of the -table observation, the value of the sample (N) = 0.1654 from the validity test that all Y instruments all produce a value (r-count) > than the r-table of 0.1654, seen from the total Y variable which produces a number greater than the r-table, so it can be concluded that the Y variable in this study can be said to be valid.

3.1.2. Reability Test

Table 3.5 Variable Reliability Test Results

Variable	Cronbach Alpha	Description
<i>Branding</i>	0.886	Reliabel
<i>Quality Service</i>	0.833	Reliabel
<i>Satisfaction</i>	0.789	Reliabel
Minat	0.804	Reliabel

Source :Data Processing Results SPSS, 2021

From the results of the reliability test X1, X2, X3, and Y, the value of the Y variable results in a value > 0.06 alpha Cronbach and it can be concluded that all instruments in the X1, X2, X3, and Y variables in this study produce high reliability.

Normality test is a test carried out with the aim of assessing the distribution of data in a group of data or variables, whether the distribution of the data is normally distributed or not with a standard significant value > 0.05[4].

Table 3.6 Normality Test Result (Kolmogorov-Smirnov Test)

No	Variable	Value
1	Branding X1	0.125
2	Quality Service X2	0.057
3	Satisfaction X3	0.056
4	Minat Siswa Y	0.061

Source :Data Processing Results SPSS, 2021

a. Dependent Variable, Branding (X1)

The normality test on the Branding variable gives the probability result of Asymp.Sig. = 0.125. Because the significance value is greater than the research test level ($0.125 > 0.05$), it can be concluded that the Branding variable data tested is normally distributed so that it meets the requirements for statistical inference analysis.

b. Dependent Variable, Quality Service (X2)

The normality test on the Quality Service variable gives the probability result of Asymp.Sig. = 0.057. Because the significance value is greater than the research test level ($0.057 > 0.05$), it can be concluded that the Quality Service variable data tested is normally distributed so that it meets the requirements for statistical inference analysis

c. Dependent Variable, Satisfaction (X3)

The normality test on the Satisfaction variable gives the probability result of Asymp.Sig. = 0.056. Because the significance value is greater than the research test level ($0.056 > 0.05$), it can be concluded that the Satisfaction variable data tested is normally distributed so that it meets the requirements for statistical inference analysis.

d. Dependent Variable, Minat (Y)

The normality test on the Interest variable gives the probability result of Asymp.Sig. = 0.061. Because the significance value is greater than the research test level ($0.061 > 0.05$), it can be concluded that the interest variable data tested is normally distributed so that it meets the requirements for statistical inference analysis.

3.1.3. Multicollinearity Test Result

Table 3.7 Multicollinearity Result

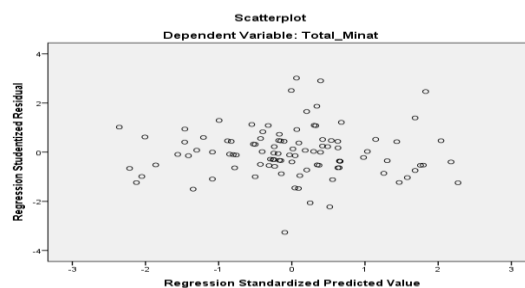
No	Variable	Value
1	Branding X1	1.018
2	Quality Service X2	1.005
3	Satisfaction X3	1.023

Source :Data Processing Results SPSS, 2021

Multicollinearity Test aims to test whether in the regression model there is a correlation between independent variables[3]. Based on the table results, it can be seen that the multicollinearity test value of each variable has a VIF value above 0.10 which consists of branding X1 worth 1,018, Quality Service X2 worth 1,005, and Satisfaction X3 worth 1,023, which means that multiple linear regression analysis does not have correlation problems between independent variables.

3.1.4. Heteroskedasticity Asumsion Test

Heteroskedasticity Asumsion Test aims to test whether the regression model has an inequality from the residuals of one observation to another observation (Ghozali, 2011). Heteroscedasticity test is a test that assesses whether there is an inequality of variance from the residuals for all observations in the linear regression model. This test is one of the classical assumption tests that must be carried out on linear regression.



Gambar 3.1 Hasil Uji Heterosdeastisitas

Source :Data Processing Results SPSS 2.1, 2021

Based on the picture above, the results of the Heteroscedasticity analysis or scatterplot can be seen that the points in the image spread randomly, and are spread above and below the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity which is in accordance with the characteristics not occurrence of heteroscedasticity in the data.

3.1.5. Analisis Linear Berganda

Multiple linear regression analysis is a linear relationship between two or more independent variables ($x_1, x_2,$

....., x_n) with the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

Table 3.8 Multiple Linear Regression Analysis

No	Name	Coefficient Regression
1	Konstanta	24.580
2	Branding X1	0.34
3	Quality Service X2	0.29
4	Satisfaction X3	-0.193

Source :Data Processing Results SPSS 2.1, 2021

Based on the results in the table above, the following regression equation is obtained: $Y = 24,580 + 0,034X_1 + 0,290X_2 - 0,193X_3$. This means that if the variables Branding, Quality Service, Satisfaction and Interest are equal to zero or constant then Y is 24,580

3.1.6. T -Test

Partial testing can be seen through the results of the T-test, if the value of sig. < 0.1 then the hypothesis H_0 is rejected (H_1 is accepted) which means that there is a partial effect of X_1 on Y [8]. The T-test serves to determine the effect between the X variable and the Y variable, from the predetermined sig value, it can be concluded that H_0 is rejected or accepted, which means that it has or does not significantly affect the Y variable.

Table 3.9T-Test Result

No	Variable	t-count	Sig. Value
1	Branding	0.350	0.727
2	Quality Service	3.171	0.002
3	Satisfaction	-1.849	0.68

Source :Data Processing Results SPSS 2.1, 2021

a. Branding T-Test Results on Interests

To prove the results of the Branding T test whether or not it has an effect on interest, the hypotheses tested are as follows:

H_0 : Partially there is a significant influence between Branding on Interest.

H_1 : Partially there is no significant effect between branding on interest.

From the results of testing with the partial hypothesis of the t-test of significance as shown in the table above, the Branding variable (X_1) obtained a t-count value of 0.350. While the statistics table (t-table) and hypothesis testing with $\alpha = 10\%$. With the degree of freedom of the test is $n - k = 100 - 4 = 96$, the t-table value is 1.29043, t-count is $0.350 < t$ table 1.29043. So it can be concluded that the independent variable is Branding partially has no effect on Interests.

b. Quality Service T-Test Results for Interests

To prove the results of the Quality Service T-test whether or not it has an effect on interest, the hypotheses tested are as follows:

H_0 : Partially there is no significant influence between Quality Service on student interest.

H_2 :Partially there is a significant influence between Quality Service on student interest.

From the results of testing with the partial hypothesis of the t-test of significance as shown in the table above, the variable Quality Service (X_2) obtained a t-count value of 3.171. While the statistics table (t-table) and hypothesis testing with $\alpha = 10\%$. With the degree of freedom of the test is $n - k = 100 - 4 = 96$ then the value of t table is 1.29043, t count is $3.171 > t$ table is 1.29043. So it can be concluded that the independent variable is Quality Service partially have an influence on student interest.

c. Satisfaction T-Test Result for Interest

To prove the results of the Satisfaction T-test whether or not it has an effect on student interest, the hypotheses tested are as follows

H_0 : Partially there is a significant influence between Satisfaction on Interest.

H_1 : Partially there is no significant effect between Satisfaction on interest.

From the results of testing with the partial hypothesis of the t-test of significance as shown in the table above that the variable Satisfaction (X_3) obtained a t-count value of -1.849. While the statistics table (t-table) and

hypothesis testing with $\alpha = 10\%$. With the degree of freedom of the test is $n - k = 100 - 4 = 96$ then the value of t table is 1.29043, t-count $-1.849 < t\text{-table } 1.29043$ so that it can be concluded that the independent variable is partially Satisfaction has no effect on student interest.

3.1.7. F-Test

F-Test is a test used to determine whether the independent variables have a joint effect on the Y variable (Santoso, 2016 in Haslinda and Jamaludin, 2016). The F test proves that Branding (X1), Quality Service (X2), Satisfaction (X3), have a direct positive effect on Interest (Y) through the tested hypothesis.

Table 3.10F-test Result

No	Variable	F-Count	Sig. Value
1	Branding X1	4.246	0.007
2	Quality Service X2		
3	Satisfaction X3		

Source :Data Processing Results SPSS 2.1, 2021

Based on the results of the F-Test (simultaneous) for variables X1, X2, X3, it is obtained that F-count = 4.246 and F-table $df_1 = 3 - 1 = 2$ while $df_2 = n - k = 100 - 4 = 96$ and with $\alpha = 10\%$ then F-table is 2.36. F-count $4.246 > F\text{ table } 2.36$ then the three variables have a significant effect.

3.1.8. R² Test Result

The coefficient of multiple determination, its function is to measure how far the ability of the independent variable in explaining the variation of the dependent variable; that is to give the proportion or percentage of the total variation in the dependent variable that is explained by the independent variable. The coefficient of determination (R²) aims to measure how far the ability of the independent variable to explain the variation of the dependent variable, and the coefficient value is between zero and one [10].

Table 3.11Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square
1	0.342	0.117	0.90

Source :Data Processing Results SPSS 2.1, 2021

Based on the above results, the value in the R square column has a significant value between the independent variable and the dependent variable of 0.117, this indicates that branding, quality service, and satisfaction are 11.7% on student interest, while the remaining 88.3% is influenced by other variables that are not included. in research.

3.2. Discussion

3.2.1. Branding Variable(X1)onStudent Interest (Y)

Based on the results of the study using 100 respondents and using a partial hypothesis test, the t-test is shown in table 4. It can be seen that the branding variable X1 obtained a t-count value of 0.350, with a t-table value of 1.29043 which means the t-count value is smaller than t table so that it can be concluded that the independent variable X1 branding partially has no effect on student interest.

This is the same as research that has been done by previous researchers, namely Ambarwati et al (2015), that the company's image does not significantly affect consumer buying interest, according to him, consumer buying interest cannot be measured by the image owned by a company, consumers will prioritize product quality. Branding research on student interests carried out at Private Vocational Schools in North Bekasi sub-district did not have a partial effect, because it was possible that the covid 19 pandemic period became a limitation so that in this study branding did not partially affect student interest. Therefore, in the partial t-test calculation, no significant results were obtained or the hypothesis was rejected.

3.2.2. Quality Service Variable (X2) on Student Interest

The results of the t-test were carried out to determine whether the service quality variable had a positive effect on student interest. Based on the results of partial hypothesis testing. which results in the t-count value of the X2 variable of 3.171 with a t-table value of 1.29043, t-count $3.171 > t\text{-table } 1.66088$ which means that the t-count value is greater than the t-table value so that it can be drawn the conclusion that the independent variable quality service X2 partially has an influence on performance.

This is in accordance with previous research conducted by [13], the service quality variable has a significant effect on consumer buying interest. According to Kotler (2005: 310), service quality is any action or activity that can be offered by one party to another which is essentially intangible and does not result in any

ownership. Consumers will make comparisons between what they give and what they get. If the quality of service / service quality is getting better, it will increase consumer buying interest. Schools must provide the best service to support the quality of education provided to students.

3.2.3. Satisfaction Variable (X3) on Student Interest (Y)

The results of the t-analysis test were carried out in determining whether the satisfaction variable had a positive effect on student interest. The results of testing with the partial hypothesis of the t-test shown in the table above that the satisfaction variable X3 obtained a t-count value of -1.849 with a t-table value of 1.29043, t-count $-1.849 < t\text{-table } 1.66088$ which means that the t-count value is smaller than t-table so that it can be concluded that the independent variable satisfaction partially has no effect on student interest (Y).

This is in line with the research of [14] which shows that customer satisfaction does not significantly affect customer buying interest. According to Hellier in Prasetya and Yulius (2018), it is said that consumer buying interest is influenced by various factors other than consumer satisfaction, namely past loyalty, expected cost changes and brand preferences. Variable satisfaction does not significantly affect consumer buying interest. The results of this study are not in accordance with pre-existing theories, this could be due to differences in the place and characteristics of respondents with previous studies.

3.2.4. Branding X1, Quality Service X2, and Satisfaction X3 on Student Interest (Y)

Based on the results of the F-test (simultaneous) for the variable branding X1, quality service X2, and satisfaction (X3), it is obtained that F-count = 4.246 with a table F-value of 3.09 large from the value of f table, it can be concluded that the variable branding X2, service quality X3, and satisfaction (X3) simultaneously have a simultaneous effect on student interest (Y).

IV. CONCLUSION AND RECOMMENDATION

4.1 Conclusion

Research on student interest using 3 independent variables, namely branding, quality service, and satisfaction can be concluded as follows:

1. Variable branding does not partially affect student interest, this is possible during the Covid-19 pandemic which is a limitation so that in this study branding does not partially affect student interest. Therefore, in the partial t-test calculation, no significant results were obtained or the hypothesis was rejected.
2. The variable quality service on student interest partially has a significant effect on student interest, meaning that if quality service is further improved it will increase student interest in choosing the school.
3. Variable satisfaction with the results of the hypothesis is rejected, which means that the variable satisfaction has no partial effect on student interest.
4. The variables of branding, quality service, and satisfaction on students' interests simultaneously obtained the results of the hypothesis being accepted and had a significant effect on student interest, meaning that if schools paid more attention to branding, quality service, and satisfaction would further increase student interest in the school.

4.2 Recommendation

Based on the conclusions above, several suggestions can be put forward in increasing student interest in choosing schools:

1. The school should continuously provide questionnaires to students as a form of evaluation to improve the quality and improvement of the school.

The service quality variable plays a full role in students' interest in choosing a school, because the better the service quality provided by the school, the students or parents of students will have a sense of satisfaction with the school so that it will indirectly

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