THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY, AND SOCIAL MEDIA PROMOTION ON CONSUMER DECISIONS IN CHOOSING A PRIVATE SCHOOL IN BEKASI

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Abstract – This study aims to answer the research problem, namely to determine the effect of brand image, service quality, and social media promotion on consumer decisions in choosing a school, especially for students in the 2023/2024 academic year. The population used in this study were all students in the 2023/2024 academic year. The sample used was class X students of totaling 118 respondents. The data collection methods in this study were questionnaires and literature studies. Primary data collection is obtained from questionnaires distributed using Google Form (GForm). In this study, validity and reliability tests were carried out using Cronbach Alpha statistics, Classical Assumption Analysis techniques and Multiple Linear Regression Test methods. To test the hypothesis using the t test, the Coefficient of Determination (R2) test and the F test. Primary data processing using IBM SPSS version 26.0. The results showed that the variables of brand image, service quality, and social media promotion have a positive and significant influence on consumer decisions in choosing a school.

Keywords: Brand Image, Service Quality, Social Media Promotion, Consumer Purchase Decisions

I. INTRODUCTION

Education plays an important role in ensuring the life of a nation and state. In the current era, the education sector has begun to experience renewal in attracting consumers to register and choose a school. New Learner Admission (PPDB) is a mechanism for organizing the education system which is carried out before the new academic year. At the time of the new school year, the selection of prospective students is carried out by the education unit based on the terms and conditions that apply to be accepted as students in the education unit. However, in this system there is a quota limit on the admission of students in public schools, making students and parents of students change their attention to private schools.

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Year	Number of Registrants to State High School in Bekasi City	Quota for Public High School Students in Bekasi City	Quota for Public High School Students in Bekasi City	Number of Students Not Accepted to State High School in Bekasi City
2021	8.724	4.286	4.286	4.438
2022	14.250	8.664	8.664	5.586
2023	24.529	11.805	11.805	12.724

Management at private educational institutions must be able to compete to make potential customers recognize an educational institution by planning good and efficient promotions, providing maximum service, and building a good school image. There are many factors that influence consumer decisions in choosing a school, so this research is limited to three things, namely brand image, service quality, and social media promotion so that it can be seen whether of these three things there is a significant influence. These things will be considered by consumers to make decisions in choosing an educational institution. Several considerations such as brand image, service quality, and social media promotion are factors for a consumer in making a decision to choose an educational institution. Various forms of competition will give rise to more alternative choices for consumers to choose educational institutions that meet consumer goals and expectations. The increasing number of educational institutions that appear will lead to intense competition, making it difficult for schools to increase the number of consumers. From the consumer side, there are many considerations for choosing an educational institution, especially a quality private educational institution. Consumer interest in choosing an educational institution is important because it can encourage the educational institution itself to continue to improve its quality or quality so that a relationship is created.

II. METHODS

a. Research Design
In this study using associative quantitative methods. Associative quantitative methods are used to determine the relationship between two or more variables. Data sample in this study using the Slovin formula which amounted to 118 respondent. The research method used by the author is the survey method. Survey research is a form of activity that has become a habit in society, and many of them are experienced with this research as a separate form or another.

b. Operational Research Variables
The operational variables of this research will be described in the following table:

Variabel	Indicator	Scale
Consumer Purchasing Decisions (Y)	1) Product Choice 2) Brand Choice 3) Choice of Distribution Place 4) Time of Purchase 5) Purchase Amount	Likert

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Variabel	Indicator	Scale
	Payment Method	
Brand Image (X1)	1) Brand Identity 2) Brand Personality 3) Brand Association 4) Brand attitude and Behavior 5) Brand Excellence and Comptence	Likert
Service Quality (X2)	1) Physical evidence 2) Reliability 3) Responsiveness 4) Assurance 5) Emphaty	Likert
Social Media Promotion (X3)	1) Context 2) Communication 3) Collaboration 4) Connection	Likert

c. Population and Sample Techniques

In a study that will be carried out by a researcher, it will definitely require a number of populations that will later be studied. Population is a generalization of an area consisting of objects or subjects that have certain characteristics and quantities determined by researchers to study and draw conclusions. The study or research is also called population study or census study (Sugiyono, 2019). The population used in this research was all students at Alexandria Islamic School Bekasi High School for the 2023/2024 academic year. By taking the population from Alexandria Islamic School Bekasi class X. In this research, the samples were 118 class X students at Alexandria Islamic School Bekasi.

d. Data Types and Sources

In a study, there are types of data and data sources in order to obtain data for analysis, namely primary data and secondary data: primary data is data obtained through distributing questionnaires or questionnaires that are distributed online and have been responded to by respondents positively regarding the Effect of Brand Image, Service Quality, Social Media Promotion on Consumer Decisions in Choosing Schools in Bekasi. Secondary data which will be obtained from data searches and references such as books, scientific journals, definitions of variables from experts, the internet (website), and other things found by researchers. This secondary data can also be used as supporting data for primary data.

e. Data Collection Methods and Techniques

In this research, researchers distributed questionnaires and literature studies to collect data. A questionnaire is a technique that uses a list and rating scale containing statements or questions for respondents to answer. This research used an open questionnaire containing questions in the form of name, e-mail, and age, domicile, and income range of the parents of the target respondents. Apart from that, this research also uses a closed questionnaire which requires respondents to answer one of the

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answers provided by the researcher in the form of a 1-5 Likert scale, namely scale 1 (Strongly Disagree), scale 2 (Disagree), scale 3 (Slightly Agree), scale 4 (Agree), scale 5 (Strongly Agree). Data collection uses Google Form (GForm) to make it easier to distribute questionnaires online. Apart from that, for distributing questionnaires that have been entered into GForm, messages will be broadcast via the Whatsapp group or Line application managed by the school. This tool helps researchers to measure and simplify respondent behavior.

III. RESULTS AND DISCUSSION

In this study, the authors took the title of the influence of brand image, service quality, and social media promotion on consumer decisions in choosing a school. To achieve these goals, an approach that is relevant to the objectives to be achieved is needed. The writing approach chosen by the author is a quantitative approach. with data analysis techniques, namely validity and reliability prerequisite tests, multiple regression analysis, hypothesis testing, and discussion of results.

Instrument Validity and Reliability Testing
In the validity test for this study, 30 respondents participated. with a significance threshold of 5%. Then obtained r table (two-sided test) of 0.1809 (0.181).

a) if r – count > r - table, then the instrument item is declared valid
b) if r - count < r - table, then the instrument item is declared invalid Results of the Consumer Decision Variable Validity Test

No	Statement	r-count	r-table	Description
1	Statement 1	0.675	0.181	*Valid*
2	Statement 2	0.811	0.181	*Valid*
3	Statement 3	0.723	0.181	*Valid*
4	Statement 4	0.819	0.181	*Valid*
5	Statement 5	0.771	0.181	*Valid*
6	Statement 6	0.793	0.181	*Valid*
7	Statement 7	0.844	0.181	*Valid*
8	Statement 8	0.786	0.181	*Valid*
9	Statement 9	0.632	0.181	*Valid*
10	Statement 10	0.784	0.181	*Valid*

Brand Image Variable Validity Test Results :

No	Statement	r-count	r-table	Description
1	Statement 1	0.648	0.181	*Valid*
2	Statement 2	0.605	0.181	*Valid*
3	Statement 3	0.773	0.181	*Valid*

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No	Statement	r-count	r-table	Description
4	Statement 4	0.765	0.181	*Valid*
5	Statement 5	0.766	0.181	*Valid*
6	Statement 6	0.773	0.181	*Valid*
7	Statement 7	0.729	0.181	*Valid*
8	Statement 8	0.798	0.181	*Valid*
9	Statement 9	0.820	0.181	*Valid*
10	Statement 10	0.764	0.181	*Valid*

Service Quality Variable Validity Test Results :

No	Statement	r-count	r-table	Description
1	Statement 1	0.528	0.181	*Valid*
2	Statement 2	0.755	0.181	*Valid*
3	Statement 3	0.759	0.181	*Valid*
4	Statement 4	0.615	0.181	*Valid*
5	Statement 5	0.793	0.181	*Valid*
6	Statement 6	0.739	0.181	*Valid*
7	Statement 7	0.718	0.181	*Valid*
8	Statement 8	0.746	0.181	*Valid*
9	Statement 9	0,567	0.181	*Valid*
10	Statement 10	0.608	0.181	*Valid*

Social Media Promotion Variable Validity Test Results :

No	Statement	r-count	r-table	Description
1.	Statement 1	0.564	0.181	*Valid*
2.	Statement 2	0.690	0.181	*Valid*
3.	Statement 3	0.689	0.181	*Valid*
4.	Statement 4	0.657	0.181	*Valid*
5.	Statement 5	0.679	0.181	*Valid*
6.	Statement 6	0.520	0.181	*Valid*
7.	Statement 7	0.588	0.181	*Valid*
8.	Statement 8	0.748	0.181	*Valid*
9.	Statement 9	0.725	0.181	*Valid*
10.	Statement 10	0.724	0.181	*Valid*

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The result is :
1) The t test results (partially) show that the significance value of the Brand Image variable (X1) on Consumer Decisions (Y) is 0.000 < 0.05 and the t value is 7.964 > t table value 1.981 then Ho is rejected and Ha is accepted. This means that there is a significant influence of brand image on consumer purchasing decisions.
2) The t test results (partially) show that the significance value of the Service Quality variable (X2) on Consumer Purchasing Decisions (Y) is 0.000 < 0.05 and the t value is 5.164 > t table value 1.981, so Ho is rejected and Ha is accepted. This means that there is a significant effect of service quality on consumer decisions.
3) The t test results (partially) show that the significance value of the Social Media Promotion variable (X3) on Consumer Purchasing Decisions (Y) is 0.013 < 0.05 and the t value is 2.528 > t table value 1.981 then Ho is rejected and Ha is accepted. This means that there is a significant influence of social media promotion on consumer purchasing decisions.

a. Brand Image

1. The results of the t test (partially) show that the significance value of the Brand Image variable (X1) on Consumer Decisions (Y) is 0.000 < 0.05 and the calculated t value is 7.964 > t table value 1.981, so Ho is rejected and Ha is accepted. This means that there is a significant influence of brand image on consumer purchasing decisions. Brand image is an important element in marketing services that can attract consumer attention. Each brand has its own differences and advantages. Consumers will decide to buy which brand best suits their wants and needs. The better the brand image offered, the more impact it will have on consumer decisions in choosing a school. This research is in line with research conducted by Reanita Ines Yuniar and Arni Utamaningsih (2021) who found that the brand image variable has a partial and significant influence on consumer purchasing decisions in choosing an educational institution. However, in the research journal Desy Irana Dewi Lubis (2017) shows that partially the brand image variable has no effect on purchasing decisions.

b. Service Quality

The results of the t test (partially) show that the significance value of the Service Quality variable (X2) on Consumer Purchasing Decisions (Y) is 0.000 < 0.05 and the calculated t value is 5.164 > t table value 1.981, so Ho is rejected and Ha is accepted. This means that there is a significant influence of service quality on consumer decisions. Service quality is also important, where improving service quality is one of the marketing strategies that has an impact on fulfilling consumer desires. Quality education services include curriculum, educators and teaching staff. So this research is in line with the research results of Dewi Shinta Wulandari Lubis (2019) who found that there is a significant influence of service quality on consumer purchasing decisions in choosing an educational institution. However, Mohammad Ramadani's (2019) research shows that service quality does not have a significant effect on purchasing decisions partially.

c. Social Media Promotion

The results of the t test (partially) show that the significance value of the Social Media Promotion variable (X3) on Consumer Purchasing Decisions (Y) is 0.013 < 0.05 and the calculated t value is 2.528 > t table value 1.981, so Ho is rejected and Ha is accepted. This means that there is a significant influence of social media promotion on consumer purchasing decisions. In the current

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era, the role of social media information technology is very important so that it can influence the level of prospective students who want to enter private schools. This research is in line with research written by Clara Silvina Barus and Donalson Silalahi (2021) where social media promotions have a significant and influential effect on purchasing decisions. However, contrary to the results of research by Asriani Nurul Afifah (2022), it was found that promotions had no effect on schools implemented by Madrasah Aliyah Harun Al-Rasyid.

F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7874,962	3	2624,987	118,274	,000[b]
	Residual	2530,123	114	22,194		
	Total	10405,085	117			

a. Dependent Variable: Consumer Decisions
b. Predictors: (Constant), Brand Image, Service Quality, Social Media Promotion

Based on the F test results table above, it is known that the calculated F value is 118,274 with a significant value of 0.000. So based on the data, the significant value is 0.000 < 0.05 and the calculated F value is 118.274 > F table 3.085 so it can be concluded that Brand Image (X1), Service Quality (X2), and Social Media Promotion (X3) simultaneously influence Consumer Purchasing Decisions (Y). H4 is accepted and significant for consumer purchasing decisions. So this research is in line with the results of research written by Nadira Prilia (2018) which found that Brand Image, Service Quality and Promotion via Social Media have a positive effect on purchasing decisions.

d. Previous Research

Previous Research Table

Researcher Name	Research Title	Technical Analysis	Results
Clara Silvina Barus dan Donalson Silalahi (2021) Journal of Management and Business (JMB)	The Influence of Social Media Promotion and Service Quality on Consumer Purchasing Decisions at Sosmed Cafe Abdullah Lubis Medan	Data were collected through questionnaires and the analysis technique used was multiple linear regression analysis.	The conclusion for this research is that Social Media Promotion and Service Quality have a positive and significant effect on Purchasing Decisions. The research sample was 100 respondents using purposive sampling.
Nadira Prilia (2018)	The Influence of Brand Image, Service Quality, and Promotion via Social Media on Starbucks Coffee Purchase Decisions (Empirical Study at Starbucks Coffee Mall Kota	This research uses an incidental sampling method consumers of Starbucks Coffee Mall Kota Kasablanka	The conclusion of the results of this research shows that brand image has a positive and significant influence on purchasing decisions, service quality has a positive and significant influence on purchasing decisions, promotions have a positive and significant influence on purchasing

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Researcher Name	Research Title	Technical Analysis	Results
	Kasablanka)		decisions. This research uses an incidental sampling method for Starbucks Coffee Mall Kota Kasablanka consumers. The respondents in this research were 70 consumers.
Shandrya Victor Kamanda (2022)	The Influence of Service Quality and Promotion on Students' Decisions to Choose Sharia Business Management at the Abdullah Said Islamic Institute, Batam	Data analysis uses multiple linear regression tests, hypothesis testing uses the coefficient of determination test (R2), partial test (t test), and simultaneous test (F test), while data processing uses SPSS 20.	The conclusion for this research is that service quality and promotion have a positive influence on students' decisions to choose the Sharia Business Management major at the Abdullah Said Batam Islamic Institute. The sample in this study was 92 students.
Yoga Prastio Adrian (2021)	The Influence of Brand Image, Service Quality, and Online Promotion on Customers' Decisions to Choose Sharia Banks	The data obtained using primary data in the form of a questionnaire and analyzed by multiple linear regression analysis method using the SPSS version 25 program.	The conclusion for this research is that brand image, service quality, online promotions have a positive and significant influence on customers' decisions to choose Sharia Bank. The sample in this study was 100 respondents.
Lumanauw, dan Jeffry L.A Tampenawas (2022)	The Influence of Brand Image, Promotion, and Service Quality on Consumer Purchasing Decisions on Tokopedia E-Commerce in Manado City	The research approach used is a quantitative approach. In this research the method used is the associative method. The technique used in sampling is a non-probability sampling technique which is purposive sampling.	The conclusion for this research is that brand image, promotion and service quality have a positive and significant influence on purchasing decisions. This research uses quantitative methods with a sample of 100 people.

IV. CONCLUSION

In this research, the researcher aims to determine and analyze the influence of Brand Image, Service Quality, and Social Media Promotion on Consumer Decisions in choosing a school. Based on the results that have been carried out, researchers can conclude that:

1. The results of the hypothesis using the t-test between the brand image variable and the dependent variable, namely consumer decision, state that brand image has a significant effect on consumer purchasing decisions.

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2. The results of the hypothesis using the t-test between the independent variable service quality and the dependent variable, namely consumer purchasing decisions, state that service quality has a significant effect on consumer purchasing decisions.

3. The results of the hypothesis using the t-test between the independent variable social media promotion and the dependent variable, namely consumer decision, state that social media promotion has a significant effect on consumer purchasing decisions.

4. The results of the F test prove that the independent variables consisting of social media promotion, service quality, and brand image have a simultaneous and significant effect on consumer purchasing decisions in choosing a school.

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