

## **FACTORS INFLUENCING PARENTS' DECISION TO CHOOSE A SCHOOL AT TUNAS HARAPAN MANDIRI SCHOOL IN RANTAUPRAPAT**

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### ***ABSTRACT***

The current orientation of Indonesian educational institutions is not only focused on educating, but the conditions for the development of education in Indonesia have become a race to provide a decent quality of education, especially in attracting consumers. The purpose of the study was to determine the effect of psychological factors and social factors on choice decisions and customer satisfaction. This research is quantitative research by emphasizing Systematic Literature Review. The sample amounted to 65 people who were parents/guardians of elementary school students of Sekolah Tunas Harapan Mandiri. The results showed that the respondent profile can be concluded that it qualifies as a purposive sampling sample where the criteria used are parents / guardians who choose elementary school education at Tunas Harapan Mandiri School. Psychological factors partially do not influence the decision to choose elementary school education at Tunas Harapan Mandiri School. Social factors partially influence the decision to choose elementary school education at Tunas Harapan Mandiri School. Psychological factors and social factors simultaneously influence the decision to choose elementary school education at Tunas Harapan Mandiri School. For research, it is hoped that research development can be carried out by paying attention to the scope of the sample and the development of independent variables.

***Keywords:*** *Psychological, Social Factors, Choice Decision.*

### **1. INTRODUCTION**

A person's decision to choose or receive education in Indonesia is the right of every Indonesian citizen which has been regulated and protected in Article 30 paragraph (1) of the 1945 Constitution. If we can inspire it wisely then we can actually be proud of ourselves because we are one of the citizens who have fulfilled as stipulated in the Constitution. Through the education pursued by a person, it is believed to be a strategic tool in improving living standards. (Salfiah et al., 2022).. In addition, according to (Thoyyibah et al., 2022) quality education aims to prepare future generations. There is a big goal in everyone's life is to get the best possible education, providing great opportunities for anyone who is able to make want to devote himself not only as an education but also interested in investing in building schools with the aim of educating the nation's children. According to (Mawene & Bal, 2018) choosing an education or school for the children of a family and parents has become one of the most controversial issues in the world of education.

According to (Yaacob et al., 2014) The state must be present in designing development and highlighting the importance of the education sector. Through this

education can accelerate economic growth through the development of knowledge and skills by improving human capabilities, in terms of ensuring that individuals are confident, more aware and physically active. According to (Thangeda et al., 2008) education is the most powerful weapon we can use to change the world and for self-enlightenment. This is possible because quality education equips a person with the ability to interpret things correctly and apply the information gathered in real-life scenarios. Quality education includes the following aspects: learning resources, technology, programs followed, modules worked on, lecture methodology, attachments, qualifications, co-curricular activities, performance awards, perspectives of students and lecturers in the management of the institution's operations and their opinions and assessments of education.

The current orientation of Indonesian educational institutions is not only focused on educating but the condition of the development of education in Indonesia is a race to provide a decent quality of education, especially in attracting consumers through the provision of services, facilities, learning facilities and management management that pampers consumers. (Anwar, 2013). According to (Domino, 2018) regarding the Human Development Index report in 2016 that the Human Development Index was 0.689 and ranked 113 out of 188 countries, through this data it illustrates that Indonesia still has problems towards a developed nation so that to achieve prosperity it will take a long time to be felt by the Indonesian people. according to (Yusuf, 2020) education is the most common basis and main means for a country to build the quality of human resources. Education is an important aspect to increase income and productivity. Because education has a broad impact on the lives of a country's people, where the level of health improves and also the crime rate decreases.

Based on the explanations from the literature that open the importance of education for anyone, including for the people of Labuhanbatu Regency who decide their children at the Tunas Harapan Mandiri School, it gives a different view because the Tunas Harapan Mandiri School is a school that has a level of education from kindergarten, elementary school, junior high school and high school. The availability of education offered by Tunas Harapan Mandiri School makes its own strength in facing competition in the education investment business in Rantauprapat City, precisely on Pelita V road. The phenomenon of problems that become an important element of this research in addition to the development and growth of the world of education in the city of Rantauprapat, among the phenomena in the field in connection with the Tunas Harapan Mandiri School is a school with an educational background for Christians and Buddhists so that this school becomes one of the favorite schools in this area. The decision of parents to send their children to Tunas Harapan Mandiri School from the field data is in addition to the lack of special schools for Christians and Buddhists in the city of Rantauprapat. Various factors that influence parents' interest in deciding to go to school are influenced by costs as according to (Fitriyana et al., 2022); (Salfiah et al., 2022). According to (Solicha et al., 2020) parents' social support helps their children to go to college. More clearly according to (Rosha et al., 2017) that teaching quality, religion, school image, and school fees. Other factors such as teacher quality, school location, school facilities, school environment, and school safety have no significant effect.

From the analysis of literature development conducted by researchers, it was found that the factors of parents choosing education for their children were influenced by the cost of education, on the other hand influenced by social support, teaching quality, religion, school image and including costs. From the analysis of the literature, the author develops in the field by explaining that parents' decisions to choose Tunas Harapan Mandiri School in Rantauprapat can be influenced by psychological factors and reference

groups. Thus the purpose of this study places psychological factors, reference groups and social support as relevant independent variables influencing the decision to choose Tunas Harapan Mandiri Rantauprapat School.

## **2. LITERATURE REVIEW**

### **Psychological Factors**

According to (Beharu, 2018) psychological factors are one of the many things that affect human activities on a daily basis. The successes and failures we face in the various activities we do every day often depend on our daily psychology. Psychological factors in the world of marketing, especially those related to consumer behavior, are ways used to recognize their feelings, collect and analyze information, formulate thoughts and opinions and take action. (Irwan, 2019). As according to (Gayen, 2023) psychology is defined as "the study of scientific studies of behavior and mental processes. Psychological factors include intelligence, emotional intelligence, emotional maturity, creativity, motivation, self-adjustment, self-concept, self-efficacy, depression, and stress anxiety, etc.". According to (Durmaz, 2014) in this study, psychological factors have a significant influence on consumer purchasing behavior. According to (Schoultz et al., 2022) there are five aspects of psychological factors that are important in marketing, namely motivation, perception, decision making, personality, lifestyle, and social behavior.

### **Social Factors**

In consumer behavior, psychological factors are the most representative factors that influence consumer behavior itself (Cetinã et al., 2012).. According to (Shanmugham & Ramya, 2012) social interaction is the action, deed, or practice of two or more people who are oriented towards each other, that is, any behavior that tries to influence or take into account each other's subjective experiences or intentions. According to (Santoso & Purwanti, 2013) social factors are consumer behavior that is influenced by reference groups, family and role and status. According to (Suryadi, 2018) social factors function as a way to regulate the actions raised by individuals as members of society. Social factors, which are a forum for interaction between members, will have an impact on the behavior of these individuals, one of which is trust. The existence of communication and references from social factors will affect the level of trust for other users. Indicators of social factors are reference groups, family relationships and social status.

### **Choosing Decision**

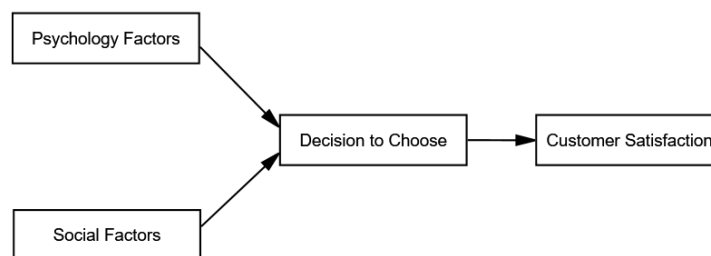
The decision-making process is the same as the decision to choose, which is a decision-making process that begins with a need that is trying to be met. (Mahendra Fakhri, Alini Gilang, 2017). Simply put, the definition of a choice decision is the selection of two or more alternative purchasing decisions. This means that a person must be able to make decisions on existing choices or alternatives in accordance with their goals. (Sari, 2020). According to (Shahsavarani et al., 2015) decision making in the rational choice domain requires that the decision problem at hand appears in a closed form. Closed form here means that it is based on a set of alternative actions (actions) to choose from which on its part are well connected well defined, possibly uncertain rewards. According to (Sfenrianto et al., 2018) indicators of choice decisions include perceived benefits, perceived low costs, customer experience, interpersonal influence, facilities and image.

### Consumer Satisfaction

The finalization of the end of a person consuming or using a product or service is important to know whether the product or service that has been provided is acceptable or vice versa. The concept of whether or not a product or service is accepted is often referred to as customer satisfaction. According to (Kola Olayiwola et al., 2024) that customer satisfaction includes ensuring the product or service meets customer tastes or expectations. This means that the product or service provided is in accordance with the terms of the contract. According to (Agag et al., 2024) states the term "customer satisfaction" refers to a good emotional state resulting from a favorable evaluation of the consumer's experience with a company. Customer satisfaction measures how satisfied the customer is with the product after using it once. (Chen et al., 2022). Indicators of consumer satisfaction about schools are the physical building, teacher/staff performance, administration, services and courses provided. (Mattah et al., 2018)

### Framework of Thought

A good research model is to have a research flow in accordance with the demands of the needs of the phenomenon under study regarding the decision to choose a school that is influenced by psychological factors and social factors and its impact on customer satisfaction is described as follows:



**Figure 1. Thinking Framework**

### Hypothesis

Based on the introduction, literature review and existing framework, the next hypothesis that will be the key to this research is:

1. Psychological factors have a positive and significant influence on voting decisions.
2. Social factors have a positive and significant influence on voting decisions.
3. Psychological factors and social factors have a positive and significant influence on voting decisions.
4. The decision to choose has a positive and significant influence on customer satisfaction.

### 3. DATA AND RESEARCH TECHNIQUE ANALISYS

#### Data Instrument Test

The purpose of the instrument test is to prove that the instrument meets the validity and reliability requirements. The results of the validity instrument test are as follows:

**Table 1. Instrument Test Data Validity**

Indicator	Variables	Validity Test		
		The value of rcount	Value rtabel	Interpretation
Motivation	Psychological Factors (Schoultz et al., 2022)	.647	0,360	Valid
Perception		.645	0,360	Valid
Decision making		.657	0,360	Valid
Personality		.644	0,360	Valid
Lifestyle		.874	0,360	Valid
Social behavior		.543	0,360	Valid
Reference group	Social Factors (Shanmugham & Ramya, 2012)	.647	0,360	Valid
Family relationship		.645	0,360	Valid
Social status		.657	0,360	Valid
Benefits	The decision to choose (Sfenrianto et al., 2018)	.705	0,360	Valid
Perception of low cost		.717	0,360	Valid
Customer experience		.723	0,360	Valid
Interpersonal influence		.660	0,360	Valid
Facilities		.613	0,360	Valid
Image		.795	0,360	Valid
Physical building	Consumer Satisfaction (Mattah et al., 2018)	.374	0,360	Valid
Teacher/staff performance		.604	0,360	Valid
Administration		.588	0,360	Valid
Services		.399	0,360	Valid
Courses provided		.438	0,360	Valid

Source: Primary data processed, 2024

**Table 2: Instrument Test Data Reliability**

Variables	Validity Test		
	Cronbach's Alpha	Table r value	Interpretation
Psychological factors	.864	0,60	Reliable
Social factors	.754	0,60	Reliable
Choosing Decision	.884	0,60	Reliable
Consumer Satisfaction	.692	0,60	Reliable

Source: Primary data processed, 2024

Based on Table 1 and Table 2 above, it is known that all indicators have a rcount value (*Corrected Item-Total Correlation*) > rtabel of 0.360 so that they can be declared valid. While the reliability test results have a value of rcount (*Cronbach's Alpha*) > rtabel of 0.600 so that it can be declared reliable and used in research.

### Respondent Profile

From the results of distributing questionnaires online using google form, the following respondent profiles were obtained: 1) Based on the sex or gender of this study, the majority came from the female gender, 2) based on the age of the respondents in this study that the respondents were dominated by young families between the ages of 25-40 years, 3) based on education and employment that the parents/guardians of students have a good education from high school, diploma and bachelor's degree and have a good job so that they are in the established category, and 4) the reason why parents/guardians choose education is because it suits their needs and facilities.

### Classical Assumption Test

After testing the data instrument, what is done is to carry out a classical assumption test consisting of normality test, multicollinearity test, and heteroscedasticity test as follows:

1) Normality test

Based on the Asymp. Sig. (2- tailed) of  $0.765 > \alpha = 0.05$ , meaning that in accordance with decision making using the Kolmogorov-Smirnov test the data has a normal distribution and has met the normality requirements in the regression model.

2) Multicollinearity Test

Based on the output of the Tolerance value owned by the psychological factor and social factor variables of  $0.977 > 0.10$ , while the VIF value on the lifestyle and social environment variables is  $1.024 < 10$ , it can be concluded that there are no multicollinearity symptoms in the regression model.

3) Heteroscedasticity test

The last classic assumption test is to see the significance value of the psychological factor variable of  $0.899 > \alpha = 0.05$ . Meanwhile, the significance value of the social factor variable is  $0.837 > \alpha = 0.05$ . Based on this, it can be concluded that in accordance with the decision making from the Glejser test there is no heteroscedasticity in the regression model.

### Multiple Linear Regression Analysis Test

The multiple linear equation in this study can be seen in the *Unstandardized Coefficients* column or precisely in column B (*betha*) as follows:

**Table 3. Multiple Linear Equation Analysis Results Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.174	2.652		4.590	.000
<sup>1</sup> Psychology Factors	.044	.046	.108	.962	.340
Social Factors	.849	.210	.455	4.042	.000

a. Dependent Variable: Decisionon\_Choose

Source: Primary data processed, 2024

From the results of multiple linear regression calculations in table 3 above, it can be seen that the relationship between the independent variable and the dependent variable is formulated in the following equation:

$$Y = a + bX + bX_{12}$$

$$\text{Decision on Choose} = 12.174 + 0.044X_1 + 0.849X_2$$

### Hypothesis Test

The hypothesis testing consists of t test, simultaneous test and coefficient of determination which will be described as follows:

**Table 4. Model 1 T Test Results**

Coefficients <sup>a</sup>			
	Model	t	Sig.
	(Constant)	4.590	0.000
1	Psychology Factors	0,962	0,340
	Social Factors	4,042	0,000

Source: Primary data processed, 2024

Partial hypothesis testing in the study will be described as follows:

1. Based on the test results of the Psychology Factors variable, the t table value is 0.962 with a Sig value of 0.340. This means that if a comparison is made between the tcount value and the ttable value along with the Sig value, the results obtained are the tcount value (0.962) < ttable value (1.669) and the Sig count value (0.340) > Sig table value (0.50), this means that the hypothesis is rejected. This means that partially Psychology Factors have no positive and insignificant effect on voting decisions.
2. Based on the test results of the Social Factors variable, the t table value is 4.042 with a Sig value of 0.000. This means that if a comparison is made between the tcount value and the ttable value along with the Sig value, the results obtained are the tcount value (4.042) > ttable value (1.669) and the calculated Sig value (0.000) < table Sig value (0.50), this means that the hypothesis is accepted. This means that partially Social Factors have a very positive and significant effect on voting decisions.

**Table 5. F Test Results (Simultaneous)**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.487	2	51.744	9.445	.000 <sup>b</sup>
	Residuals	339.651	62	5.478		
	Total	443.138	64			

Source: Primary data processed, 2024

Based on the F test (simultaneous) in Table 5 above, the Fcount value is 9.445 with a significant value of 0.000. If a comparison is made, the Fcount value (9.445) is greater than the ftable value (3.11) with a comparison of the Sig count value (0.000)

smaller than the sig table value (0.50), the hypothesis is accepted. This means that the variables of Psychology Factors and social factors simultaneously affect the decision to choose.

**Table 6. Model 2 T Test Results**

Coefficients <sup>a</sup>			
	Model	t	Sig.
1	(Constant)	3.730	.000
	Decision on Choose	.959	.341

Source: Primary data processed, 2024

Based on the test results of the voting decision variable, the t table value is 0.959 with a Sig value of 0.341. This means that if a comparison is made between the tcount value and the ttable value along with the Sig value, the results obtained are the tcount value (0.959) < ttable value (1.669) and the Sig count value (0.341) > Sig table value (0.50), this means that the hypothesis is rejected. This means that partially the decision to choose has no positive and insignificant effect on customer satisfaction.

## Discussion

In this section, a detailed discussion will be carried out on the results of hypothesis testing using the *Literature Review System*, where this discussion will greatly assist the author in developing research results in accordance with the objectives that have been set as follows:

1.  $H_1$  : From the hypothesis testing conducted by comparing the t value and the significance value obtained, it is known that this first hypothesis is rejected because it has a tcount value (0.962) < t table value (1.669) and Sig count value (0.340) > Sig table value (0.50). Based on these results, this study failed to prove that psychological factors are independent variables that cannot influence the decision to choose a school at Tunas Harapan Mandiri. The results of this study contradict research (Nurchayani et al., 2014) that psychological factors are factors that can influence a person's decision to choose education. From the results of observations that support this research that the frequency or reasons for parents/guardians choosing education for children at Tunas Harapan Mandiri School as many as 10 people or 15.4% stated that there were no other choices. This means that parents/guardians choose Tunas Harapan Mandiri school because there are no other schools that can be addressed so that parents/guardians already feel comfortable educating their children at the school or in other words, psychological factors do not become the basis for a person in making decisions because of the situation and conditions in the field that are not supportive. On the other hand, the factor that does not affect the psychology of parents/guardians is that the tuition fee at Tunas Harapan Mandiri School is relatively standard in such conditions, from the age and education of parents/guardians, it is still dominated by young families with an average of one child dependent so that the tuition fee does not affect psychology or become a burden.
2.  $H_2$  : From the hypothesis testing conducted by comparing the calculated t value and the significance value obtained, it is known that the second hypothesis is accepted because it has a tcount value (4.042) > ttable value (1.669) and Sig count value (0.000)



< Sig table value (0.50). Based on these results, this study succeeded in proving that social factors are independent variables that can influence the decision to choose a school at Tunas Harapan Mandiri. The results of this study support the research (Cantu et al., 2021) the results showed that school leaders need to ensure they build good relationships with parents and maintain a positive school culture where customer service is valued and maintained to the highest standards. In essence, school leaders must maintain strong partnerships with their families to attract and retain student enrollment. The results of this study equip school leaders with valuable information for strategic planning to address declining enrollment. From the explanation above, it reflects that internal policies whose purpose is to improve school quality will affect the social environment or social factors where one of the indicators is the existence of reference groups and family groups that influence public opinion about the school. The impact of the social environment will greatly help someone make a decision or make a conclusion that education is important and see the place and facilities provided.

3. H<sub>3</sub> : From hypothesis testing conducted by comparing the t value and the significance value obtained, it is known that this third hypothesis is accepted because it has an Fcount value (9.445) greater than the ftable value (3.11) with a comparison of the Sig count value (0.000) smaller than the sig table value (0.50). This means that psychological factors and social factors are independent variables that can be the basis for a parent/guardian to determine their child's education. (Nurchayani et al., 2014).. According to (Shiferaw1\* & Kenea, 2024) that parents/guardians make decisions strongly influenced by parent-related factors such as parents' education, family size income, and children's education level, and school-related factors: education quality, teacher performance, school facilities, school fees, relationships between parents and teachers, and school curriculum are the main factors. Safety/security related and children's educational achievement were found to be the least influential factors in parents' school choice. This means that psychologically and socially parents/guardians are very concerned about this. These two factors are the basis that in this sophisticated and rapidly changing world, psychological and social factors should be taken into consideration in any matter not only about education but matters that have a relationship and impact on the economy and the future of the family.
4. H<sub>4</sub> : From the hypothesis testing carried out by comparing the calculated t value and the significance value obtained, it is known that this fourth hypothesis is rejected because it has a tcount value (0.959) < ttable value (1.669) and Sig count value (0.341) > Sig table value (0.50). Based on these results, this study did not succeed in proving that the decision to choose as an independent variable cannot affect school customer satisfaction at Tunas Harapan Mandiri. The results of this study support research (Tecoalu et al., 2021) that customer satisfaction does not affect purchasing decisions or vice versa. In this condition, it can be concluded that the decision of parents/guardians to choose their children's education at Tunas Harapan Mandiri School does not necessarily provide consumer satisfaction, but the main need of parents/guardians at this time is the focus of their children getting an education. Satisfaction for some parents/guardians can be expressed when their children complete their education so that from there an assessment of the substance of the form of satisfaction of parents/guardians choosing education for their children at Sekolah Tunas Harapan Mandiri can begin.

## 5. CONCLUSION

From the results of the research and discussion carried out, the conclusions of this study can be obtained, among others:

- 1) From the respondent profile, it can be concluded that they qualify as a purposive sampling sample where the criteria used are parents/guardians who choose primary school education at Tunas Harapan Mandiri School.
- 2) Psychological factors partially do not influence the decision to choose elementary school education at Tunas Harapan Mandiri School.
- 3) Social factors partially influence the decision to choose elementary school education at Tunas Harapan Mandiri School.
- 4) Psychological factors and social factors simultaneously influence the decision to choose elementary school education at Tunas Harapan Mandiri School.
- 5) Researchers are expected to develop research by paying attention to the scope of the sample and the development of independent variable.

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