

Research Article

# The Influence of Location and Price on Parents' Decision-Making in Selecting Educational Services at Muhammadiyah 2 Senior High School Pontianak

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## ABSTRACT

This study aims to analyze the influence of location and price on parents' decision-making in choosing Muhammadiyah 2 Senior High School Pontianak. The study employs a quantitative associative approach. Data were collected through questionnaires distributed to parents of students, with a total of 108 respondents selected using a saturated sampling technique. The results indicate that location and price have a positive and significant effect on parents' decision-making. Simultaneously, the regression model shows statistically significant results with an F value of 30.844 ( $p = 0.000$ ), a correlation coefficient (R) of 0.608, and a coefficient of determination ( $R^2$ ) of 0.370. These findings indicate that 37% of parents' decision-making is influenced by location and price, while the remaining proportion is affected by other factors outside this study. This research provides empirical evidence regarding the role of location and pricing policies in shaping parents' decisions within the context of faith-based private secondary schools. Practically, schools are encouraged to improve accessibility and environmental safety, as well as to implement transparent educational cost policies. Future studies are recommended to incorporate additional variables such as service quality, school image, and promotional strategies to obtain a more comprehensive understanding of parents' school choice decisions.

**Keywords:** Location; Price; Decision-Making

## 1. INTRODUCTION

Education plays a role that extends far beyond the mere transmission of knowledge, as it encompasses processes of character formation and the internalization of human values that serve as the foundation of social life. Law Number 20 of 2003 on the National Education System emphasizes that education is conducted in a deliberate and planned manner to create learning processes that enable students to develop their potential comprehensively, including spiritual, intellectual, emotional, and skill-related dimensions required for social and civic life. Therefore, education occupies a strategic position in efforts to continuously improve the quality of human resources (Sari & Samsuddin, 2024).

In its implementation, education can also be viewed as a form of service, as the educational process involves direct interaction between service providers—namely schools and educators—and service users, including students and parents. Schools as service organizations possess characteristics of services that are intangible, produced and consumed simultaneously, variable across individuals, and unable to be stored for future use. These characteristics require educational institutions to focus not only on academic outcomes but also on service quality, ease of access, and transparency of educational costs as a basis for building public trust.

Along with developments in the education sector, competition among educational institutions at both national and regional levels has intensified, particularly between public and private schools. Each institution seeks to highlight its competitive advantages in order to become the primary choice for parents when determining schools for their children. In this context, private schools are required to design adaptive and competitive strategies in line with increasing public awareness of educational quality, accessibility of school locations, and transparency of information regarding educational costs. SMA Muhammadiyah 2 Pontianak is one of the private schools contributing to educational development in Pontianak City. Established in 1989, the school is committed to producing graduates who excel academically and are grounded in Islamic values. However, the growing number of secondary schools in Pontianak City, both public and private, has intensified competition, making it necessary for schools to understand the factors influencing parents' decisions in choosing schools.

School location is one of the factors that plays a role in parents' decision-making processes. Within the marketing mix concept, location holds an important role as it is directly related to the ease of access to a service (Novitasari & Hastuti,

2023). Kotler and Keller (2020) explain that location reflects the place where organizational activities occur and serves as a means of reaching the target market. In the educational context, a strategic school location can improve mobility efficiency for parents and students, reduce travel time and costs, and provide a sense of security for students. Suwarman, as cited in Riadi (2022), also emphasizes that appropriate location selection can increase consumer interest and strengthen interaction between service providers and users. Thus, school location can be regarded as a determining factor in enhancing the attractiveness and sustainability of educational institutions (Mardani et al., 2020).

In addition to location, price or educational cost is also a major consideration for parents when choosing a school. In the context of educational services, price represents the financial sacrifice required to obtain the expected educational benefits. Mardia et al. (2021) define price as a monetary value paid to obtain benefits from a product or service, while Susanto (2021) views price as a monetary measure exchanged to acquire the right to a service. In educational practice, school fees that are set reasonably, transparently, and proportionally to the quality of services provided will form more rational perceptions among parents. Parents tend to evaluate the alignment between educational costs and the quality of teaching, availability of facilities, and supporting programs received by their children (Belebung & Ramadhan, 2025).

Conditions at SMA Muhammadiyah 2 Pontianak indicate dynamic patterns in parents' decision-making. Administrative data show that the number of applicants increased from 33 students in the 2023/2024 academic year to 61 students in the 2025/2026 academic year. However, this increase was not fully accompanied by stability in the number of active students, as transfers and withdrawals still occurred. This situation indicates that an increase in initial interest does not necessarily reflect long-term parental decisions. Therefore, schools need to undertake continuous efforts to strengthen parents' trust through improving service quality, ensuring transparency of educational costs, and enhancing accessibility to the school location. Variations in educational fees across grade levels also require schools to maintain a balance between pricing policies and perceived benefits within the community.

Parents' decisions in choosing schools can be understood as a rational decision-making process involving evaluations of various alternatives based on family needs and expectations. In the educational context, such decisions consider not only practical aspects but also long-term impacts on children's development and future prospects (Mu'minah et al., 2024). Consequently, a comprehensive understanding of the factors influencing parents' decisions is essential for educational institutions in formulating effective school management and development strategies.

Although studies examining the influence of location and price on consumer decision-making have been widely conducted, most focus on commercial sectors such as retail, housing, and general services. Research that specifically examines the influence of location and price within the context of educational services—particularly faith-based secondary schools—remains relatively limited. Several studies in the education field indicate that school location and costs significantly influence parents' school choice decisions (Suwari, 2023; Subakti & Hanny, 2024). Nevertheless, studies that examine both variables simultaneously in faith-based secondary schools in urban areas such as Pontianak City are still rarely found.

Based on the above discussion, this study aims to analyze the influence of location and price on parents' decisions in choosing educational services at SMA Muhammadiyah 2 Pontianak. Theoretically, this research is expected to enrich consumer behavior studies in the education sector and extend the application of the marketing mix concept—particularly location and price within educational institutions. Practically, the findings are expected to serve as considerations for school management in formulating location management strategies and educational pricing policies that are more aligned with community needs and expectations.

## 2. RESEARCH METHOD

### Type of Research

This study adopts a quantitative associative approach, which aims to identify the relationship between two or more variables (Sugiyono, 2024). Through this method, the researcher seeks to explain how the factors of location and price influence parents' decisions in choosing educational services at Muhammadiyah 2 Senior High School Pontianak.

### Data Collection Technique

The data in this research consist of primary and secondary data. Primary data were collected directly from respondents through interviews and questionnaires. According to Sugiyono (2024), primary data are obtained directly from the source by the data collector. Interviews were conducted with the administrative staff of Muhammadiyah 2 Senior High School Pontianak to gather supporting information about the institution. Questionnaires were distributed to parents of students as respondents, in line with Sugiyono (2024), who defines a questionnaire as a data collection tool that consists of written questions answered by respondents. Meanwhile, secondary data were obtained from relevant documents and published materials, such as data on the number of public and private senior high schools in West Kalimantan and information on tuition fees (Siregar, 2020).

## Population and Sample

The population of this study comprises all parents of students enrolled at Muhammadiyah 2 Senior High School Pontianak. As defined by Sugiyono (2024), a population is a generalization area consisting of subjects or objects that possess certain characteristics determined by the researcher for study and conclusion. The sampling technique applied is a saturated sampling method, where all members of the population are included as research samples (Sugiyono, 2024). Therefore, the total number of respondents in this study is 108.

## Research Variables & Measurement Scale

This study involves two independent variables, Location ( $X_1$ ) and Price ( $X_2$ ), and one dependent variable, Decision-Making (Y). Sugiyono (2024) describes research variables as all aspects defined by the researcher to be studied in order to obtain relevant information and draw conclusions. Independent variables are those that influence or cause changes in other variables (Sugiyono, 2024), while the dependent variable represents the effect or outcome of those influences. The research uses a Likert Scale to measure respondents' levels of agreement with the statements in the questionnaire. According to Sugiyono (2024), the Likert Scale is applied to assess attitudes, opinions, and perceptions toward a social phenomenon. The scale includes five response options: Strongly Agree (5) until Strongly Disagree (1).

## Data Analysis Technique

Data were analyzed through several stages. Instrument testing was conducted using validity and reliability tests to ensure the quality of the questionnaire. Validity was evaluated using the Pearson Product Moment correlation, where an item is considered valid if the calculated r-value exceeds the r-table value. Reliability was assessed using Cronbach's Alpha, with a coefficient greater than 0.70 indicating acceptable internal consistency (Sugiyono, 2024). Classical assumption tests were then performed, including normality, multicollinearity, and linearity tests. Data normality was determined based on the Asymp. Sig. value, with a significance level greater than 0.05 indicating a normal distribution. Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values, where Tolerance  $\geq 0.10$  and VIF  $\leq 10$  indicate the absence of multicollinearity. Linearity was evaluated using the Test for Linearity, with a significance value below 0.05 indicating a linear relationship between variables (Ghozali, 2021). The main analytical method employed was multiple linear regression to examine the effect of location ( $X_1$ ) and price ( $X_2$ ) on decision-making (Y). The strength of the relationship was measured using the correlation coefficient (R), while the contribution of independent variables to the dependent variable was assessed through the coefficient of determination ( $R^2$ ). Hypothesis testing was conducted using the F-test to examine simultaneous effects and the t-test to assess partial effects, with a significance level of  $\alpha \leq 0.05$  (Siregar, 2020; Ghozali, 2021). All statistical analyses were performed using IBM SPSS Statistics version 25.

**Tabel 1.** Variable Indicators

Variable	Indicators	Source
Location	Akses	Tjiptono (2020)
	Visibility	
	Spacious, safe, and comfortable parking area	
	Expansion potential	
Price	Surrounding environment	Kotler & Armstrong (2018)
	Price affordability	
	Price suitability with quality	
	Price competitiveness	
Decision-Making	Price suitability with perceived benefits	Firmansyah (2020)
	Need or problem recognition	
	Information search	
	Evaluation of alternatives	

## 3. RESULTS AND DISCUSSION

### 3.1 Test Research Instruments

#### 3.1.1 Validity Test

The validity test is conducted to assess the validity level of the statement instruments in the research questionnaire. The test is conducted by correlating the scores of each statement item, then comparing the correlation results (calculated r) with the table r value. Based on the calculation of  $df = n (108) - 2 = 106$  with a significance level of 0.05, a table r value of 0.189 is obtained. The validity test results for each variable are shown in **Table 2**.

**Table 2.** Validity Test Results

Variable	Indicator	r value	r table	Description
Location (X1)	X1.1	0.517	0.189	Valid
	X1.2	0.422		
	X1.3	0.429		
	X1.4	0.507		
	X1.5	0.592		
	X1.6	0.466		
	X1.7	0.490		
	X1.8	0.461		
	X1.9	0.505		
	X1.10	0.535		
Price (X2)	X2.1	0.743	0.189	Valid
	X2.2	0.628		
	X2.3	0.669		
	X2.4	0.653		
	X2.5	0.686		
	X2.6	0.730		
Decision-Making (Y)	Y.1	0.619	0.189	Valid
	Y.2	0.499		
	Y.3	0.565		
	Y.4	0.548		
	Y.5	0.621		
	Y.6	0.642		
	Y.7	0.560		
	Y.8	0.535		
	Y.9	0.642		
	Y.10	0.732		

Source: SPSS output, 2025

Based on the validity test results for each variable shown in **Table 2**, it can be seen that all statement items have a calculated r value greater than the table r value of 0.189. Thus, all statement items in each variable can be considered valid and suitable for use in this study.

### 3.1.2 Reliability Test

The reliability test is conducted to assess the consistency or reliability of the statement items in the questionnaire as a research measurement tool. The test uses the Cronbach's Alpha method, where an item is considered reliable if the Alpha value is  $\geq 0.60$ . The reliability test results for each variable are shown in **Table 3**.

**Table 3.** Reliability Test Results

Variable	Cronbach's Alpha	Description
Location (X1)	0.651	Reliable
Price (X2)	0.774	
Decision-Making (Y)	0.792	

Source: SPSS output, 2025

Based on the reliability test results for each variable shown in **Table 3**, a Cronbach's Alpha  $> 0.60$ , it can be concluded that all items in each variable can be considered reliable and suitable for use in this study.

## 3.2 Classic Assumption Test

### 3.2.1 Normality Test

The normality test is conducted to ensure that the research data is normally distributed. The test uses the Kolmogorov-Smirnov method with SPSS analysis, and the results are shown in **Table 4**.

**Table 4.** Normality Test Results

Test	Value
N (Sample)	108
Test Statistic	.073
Asymp.Sig.(2-tailed)	.197 <sup>c</sup>

Source: SPSS output, 2025

Based on the normality test results shown in **Table 4**, the test result for the Asymp. Sig. (2-tailed) value is 0.197, which exceeds the normality significance value of 0.05. Thus, it can be concluded that the data in this study is normally distributed.

### 3.2.2 Linearity Test

The linearity test is conducted to see whether there is a linear relationship between the independent and dependent variables. The test uses the Test for Linearity method with SPSS, and the results are shown in **Table 5**.

**Table 5.** Result of Linearity

Variable	Linearity	Description
Decision-Making * Location	0.000	Linear
Decision-Making * Price	0.000	

Source: SPSS output, 2025

Based on the results of the linearity test for the variables Location (X1) and Price (X2) on Decision-Making (Y) shown in **Table 5**, a Linearity significance value of 0.000 is obtained. Because this value is smaller than the minimum linearity value of 0.05, it can be concluded that the relationship between these variables is linear.

### 3.2.3 Multicollinearity Test

The multicollinearity test is conducted to detect high correlations between independent variables in the regression model that may influence the accuracy of coefficient estimation and model reliability. The test results using SPSS are shown in **Table 6**.

**Table 6.** Multicollinearity Test Results

Variable	Tolerance	VIF
Location	.646	1.548
Price	.646	1.548

Dependent Variable: Decision-Making

Source: SPSS output, 2025

Based on the results of the multicollinearity test in **Table 6**, the results can be explained as follows:

1. The Tolerance value for the Location variable (X1) is 0.646, which is greater than 0.10. It also has a VIF value of 1.548, which is less than 10.00.
2. The Tolerance value for the Price variable (X2) is 0.646, which is greater than 0.10. It also has a VIF value of 1.548, which is less than 10.00.

Based on the above explanation and referring to the basis for decision making, because both variables have a Tolerance value above 0.10 and a VIF below 10.00, it can be concluded that there are no symptoms of multicollinearity between the two independent variables in the regression model in this study.

### 3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the simultaneous and partial influence of two or more independent variables on the dependent variable and to form a predictive model of the relationship between variables. The results of the analysis using SPSS are shown in **Table 7**.

**Table 7.** Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.179	3.871	.000
Location	.306	3.846	.000
Price	.325	3.216	.002

Dependent Variable: Decision-Making

Source: SPSS output, 2025

Based on **Table 7**, a multiple linear regression coefficient equation can be created, and the results can be explained as follows:

$$Y = 1.179 + 0.306 X1 + 0.325 X2$$

- The constant value of 1.179 implies that when both Location ( $X_1$ ) and Price ( $X_2$ ) are considered absent or have no influence, the Decision-Making (Y) variable still holds a baseline score of 1.179. In other words, even without the contribution of these two factors, parents maintain a basic level of decision-making inclination regarding school selection.
- The coefficient for Location ( $X_1$ ), which is 0.306, reflects a positive relationship with decision-making. Every one-unit increase in the Location variable results in an increase of 0.306 in the Decision-Making score, assuming other variables remain unchanged. This finding suggests that a school with a more strategic and easily accessible location is more likely to be chosen by parents as it provides convenience and safety for students.
- The Price ( $X_2$ ) variable has a coefficient value of 0.325, showing a positive effect as well. Each one-unit improvement in perceived price fairness leads to an increase of 0.325 in the Decision-Making score, assuming other factors remain constant. This demonstrates that tuition fees that are fair, transparent, and in line with the perceived benefits can increase parents' trust and willingness to enroll their children in the school.

### 3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to assess the strength and direction of the relationship between two or more variables. This analysis uses the Product Moment method, with the results shown in [Table 8](#).

**Table 8.** Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608 <sup>a</sup>	.370	.358	.64627

Predictors: (Constant), Price, Location  
Dependent Variable: Decision-Making

Source: SPSS output, 2025

Based on the correlation coefficient test results shown in [Table 8](#), a correlation value (R) of 0.608 is obtained. This value indicates that the relationship between the Location and Price variables and Decision-Making is strong, as the value is in the range of 0.60-0.799.

### 3.5 Analysis of the Coefficient of Determination $R^2$

Based on the results of the coefficient of determination ( $R^2$ ) test shown in [Table 8](#), an R-Square value of 0.370 is obtained. This indicates that the variables of Location and Price explain 37.0% of the influence on Decision-Making, while the remaining 63.0% is influenced by other variables outside the scope of this study.

### 3.6 Simultaneous Test (F Test)

The simultaneous test (F-test) is conducted to assess whether all independent variables collectively have a significant influence on the dependent variable. The test results using SPSS are shown in [Table 9](#).

**Table 9.** Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	25.765	12.882	30.844	.000 <sup>b</sup>
Residual	43.855	.418		

Dependent Variable: Decision-Making  
Predictors: (Constant), Price, Location

Source: SPSS output, 2025

Based on the results of the simultaneous test (F test) shown in [Table 9](#), the calculated F value is 30.844 > F table 3.08 and the significance value is 0.000 < 0.05. Thus, it can be concluded that the Location and Price variables simultaneously have a positive and significant influence on Decision-Making.

### 3.7 Partial Test (t Test)

Partial tests (t-tests) conducted in a study aim 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 are shown in [Table 10](#).

**Table 10.** Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.179	3.871	.000
Location	.306	3.846	.000
Price	.325	3.216	.002

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**Dependent Variable: Decision-Making**

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Source: SPSS output, 2025

Based on the partial test results (t-test) shown in **Table 10**, the calculated t-test results will then be compared with the t-table. The t-table value is 1.659. The t-test (partial) results can be explained as follows:

1. The t-calculated value of the Location variable (X1) is  $3.846 > t$ -table value of 1.659 and the significance value is  $0.000 < 0.05$ , so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that Location partially has a positive and significant influence on Decision-Making.
2. The t-value for the Price variable (X2) is  $3.216 > t$ -table value of 1.659 and the significance value is  $0.002 < 0.05$ , so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that Price partially has a positive and significant influence on Decision-Making.

### 3.8 Discussion

#### The Influence of Location on Decision-Making

The partial test results indicate that location has a positive and significant effect on parents' decision-making in choosing a school, with a t-value of 3.846 and a significance level of  $0.000 < 0.05$ . This finding suggests that location serves as a rational consideration for parents, particularly in terms of accessibility, safety, and the surrounding school environment. From the perspective of the service marketing mix, location (place) is not limited to geographical position but also reflects accessibility, safety, and environmental comfort, which shape parents' perceived value of educational services. A school that is easily accessible and secure reduces families' non-academic time and transportation costs while enhancing parents' sense of security. This result is consistent with the findings of Suwari (2023), who reported that school location plays an important role in shaping parents' school choice decisions. In the context of Muhammadiyah 2 Senior High School Pontianak, a strategic location strengthens parents' perceptions of service quality and a conducive learning environment, thereby increasing the school's attractiveness.

#### The Influence of Price on Decision-Making

The partial test results show that price has a positive and significant effect on parents' decision-making, with a t-value of 3.216 and a significance level of  $0.002 < 0.05$ . This indicates that parents tend to choose schools whose educational costs are perceived as reasonable and proportional to the benefits received. In educational services, price is closely associated with perceived price fairness, which refers to parents' evaluation of the alignment between educational costs and the quality of services provided. When the cost structure is perceived as fair and transparent, families' perceived financial risk decreases, leading to more stable school choice decisions. This finding is consistent with the study by Subakti and Hanny (2024), which emphasizes that transparency and proportionality in pricing play a crucial role in building parents' trust and ultimately shaping their decision-making. At Muhammadiyah 2 Senior High School Pontianak, the balance between educational costs and service quality reinforces positive perceptions and helps maintain the school's attractiveness amid increasing competition among educational institutions.

### 4. CONCLUSION

The findings of this study indicate that location and price, both individually and simultaneously, have a positive and significant influence on parents' decisions in choosing Muhammadiyah 2 Senior High School Pontianak. The regression results show that the location variable ( $\beta = 0.306$ ) and the price variable ( $\beta = 0.325$ ) contribute meaningfully to the model, with a correlation coefficient (R) of 0.608 and a coefficient of determination ( $R^2$ ) of 0.370. These results theoretically reinforce the relevance of marketing mix elements—particularly place and price—as important determinants of consumer decision-making within the education sector. From a practical perspective, the findings suggest that schools should prioritize improving accessibility and safety while maintaining a supportive learning environment, ensure transparency in their cost structure, and align tuition fees with the quality of educational services provided. Clear and consistent communication regarding school value and service quality is also essential to strengthen parents' trust. From a policy perspective, the results underscore the importance of transparent and accountable funding policies as well as equitable access to educational institutions in urban areas. Despite these contributions, this study has several limitations. First, the research was conducted in a single school within one city, which may limit the generalizability of the findings to other educational contexts. Second, the use of a cross-sectional design captures parents' perceptions at one point in time and does not account for changes in decision-making behavior over time. In addition, the  $R^2$  value of 0.370 indicates that a substantial proportion of parents' decision-making is influenced by factors not examined in this study. Therefore, future research is encouraged to include additional variables such as service quality, school image, facilities, and marketing communication, as well as to apply comparative and longitudinal approaches to obtain a more comprehensive understanding of parents' school choice behavior.

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