

Influences of Price, Promotion, and Service quality on Communities' Interest in Choosing Vocational High School

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Abstract. This study aims at investigating the influence of price, promotion, and service quality on the societies' interest to register their children in the Vocational High School in South Tangerang. This study employed the explanatory research method by involving 96 respondents. Data were analyzed using statistical analysis methods including regression test, correlation test, determination test, and hypothesis test. The findings showed that price significantly influences the communities' interest (32,4%) and the hypothesis test got the significance level at $0.000 < 0.05$. Promotion is significantly influential at 36.9% and the hypothesis test showed a score of $0.000 < 0.05$. The quality of the service is simultaneously significantly influential on the interest in Vocational High School at 30.2 % and the hypothesis test shows the significance score of $0,000 < 0,05$. This indicates that price, promotion, and service quality can trigger societies' interest to register their children into the Vocational High School. Thus, these three components can be solutions to increase the number of students in Vocational High Schools.

Key Words: Price, Promotion, Service quality, Interest in School.

INTRODUCTION

Each student is required to learn optimally based on their ability, interest, and talent to reach her/his target (Dharmayanti & Munadi, 2014). The success in the learning process is supported by the school strategies to assist learners to achieve their goals and career target. School as the medium of education plays an important role to realize the goals of education by training and developing humans holistically. Thus, it is clearly that the success of educational programs in an institution depends on the

learning patterns applied to the learners (Mishra & Bamba, 2012).

The success of an institution to prepare their student for future life especially in facing the competition in the globalization era is determined by the innovation of the service it provides (Birdsall, Levine, & Ibrahim, 2005) not only in the learning process but also in pushing the learners to continue their study. The success of this effort can be seen from the number of students continuing their studies to a higher level of an institution like Vocational High School. Therefore, schools should innovate their

service in the form of continual marketing (Sutama & Hasthanti, 2018) so that students can get information about an appropriate school based on their interest and talent (Mustaqim, 2012) to decide their further education. Besides that, marketing through promotion can help a school to find prospective students so that there will be more students interested to register to the school causing the school to be more prestigious (Maamarah & Supramono, 2016); (Fradito, Suti'ah, & Muliyadi, 2020). Selecting a major based on students' interests can direct them to achieve their future career.

Interest is an important aspect because it brings students to enjoy being involved in a particular area (Winkel, 1984). Interest is the main reason to accept the relationship between the inner self and outer self (Cahyono, 2018). Thus, students' choice of a school should be determined by themselves based on their interests (Sofanudin, 2012). Changes in students' interests or selection are influenced by various internal and external factors (Rehman, Khan, Khan, & Rahman, 2018). The external factors include families and societies who usually influence students to choose a particular type of school (kamsihyati, Sutomo, & FS, 2016). The family economy is also an influential aspect as some parents who must work hard to fulfill the daily needs usually ignore the children's education (Bagoe, 2013). The more information students get about higher education, the more potential they continue their studies. Students as developing individuals are still considering to select a position but have not been thinking to take a bound decision (Winkel & Hasturi, 2004) meaning that they still need reinforcement including the type of educational institution they should choose for their further education (Widiawati & Setyowani, 2016). As continuously developing individuals, the mature way of thinking will strongly influence students to decide their further education if it is supported by information obtained from in - depth exploration (Purwandari, 2009). Therefore, a school as an educational institution should actively market their institution by distributing information so that communities can take it into consideration to select it and the school can get more students. The information can include price or tuition fee, service quality, academic and non - academic achievements (Sunarsi, & Baharuddin, 2019), human resources, and facilities, and the information should be distributed professionally. If the price,

service quality, and promotion are professionally managed, the number of students registering in the new academic year will be higher than before, meaning that the education institution successfully satisfies the customers.

The phenomenon emerging among society is that many of them have a low interest to go to school and even some students are confused with their further education because they are still unsure which school to apply (Liza & Rusandi, 2016). Many of them prefer to work instead of continuing their study due to the lack of learning facilities provided by their parents, economic factors (kamsihyati, Sutomo, & FS, 2016), difficulties found by students in choosing a suitable study program; and (3) the lack of available information about the major (Nadiarenita, Muslihati, & Hotifah, 2017). In terms of culture, more boys continue their study than girls as a son are generally regarded as heir so that parents prefer to invest education for their sons rather than for their daughters (Huisman dan Smits, 2009b) while it is well understood that education should be for all (Fahmi & Marizka, 2014). Based on the observation carried out in South Tangerang, many students do not continue their studies because of the lack of information and the tuition fee that is getting higher. The problems have resulted in an increased rate of dropout. Therefore, this problem should be noticed by all parties especially the school as an educational institution. A solution should be offered for this problem so that parents can ensure the continuity of their children's education.

Schools, including vocational High Schools, should continuously improve their quality considering that there are three factors correlated with societies' interest to register their children including price, service quality, and promotion. To trigger communities' interest to register their kids, some aspects should be considered including the affordable price for all society layers, active promotions so that societies can easily get information about the Vocational High School, and the optimal service quality provided. Vocational High School in South Tangerang is an educational institution in the city that provides feasible education facilities to local communities at affordable prices for all community layers. Although the school continuously tries to improve the quantity and the quality of its students, it has not shown optimum results since still, a few students get academic or non - academic

achievements. In terms of the number of students, based on the preliminary observation carried out in the Vocational High School in South Tangerang, the communities interest to register their children to Vocational High School in South Tangerang. The purposes of this study were (1) to investigate the partial influence of price on the interest to study in the Vocational High School in South Tangerang; (2) investigate the partial influence of promotion on the interest to study in the Vocational High School in South Tangerang; (3) to investigate the partial influence of service quality on the interest to study in the Vocational High School in South Tangerang; (4) to investigate the simultaneous influence of price, promotion, and service quality on the interest to study in the Vocational High School in South Tangerang.

METHOD

The study employed the *explanatory research* method. It is a descriptive quantitative approach correlating some variables (Kuncoro, 2007) that aims to identify the correlation

between variables (Ghozali, 2017). To collect the data, we involved 96 respondents (students of Vocational High School in South Tangerang) selected through sampling technique. Data were collected using questionnaires and analyzed through instrument test, classical assumption test, regression test, coefficient of determination, and hypothesis test.

RESULT AND DISCUSSION

Result

1. Descriptive and Verificative Analysis for the Influence of Price, Promotion, and Service quality on the Interest in the School

The tests were performed to identify the minimum score, the maximum score, the rating score, and the standard deviation of each variable. The results are presented in the table below.

Table 2. Results of *Descriptive Statistics* Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Price (X1)	96	37	56	45.28	4.215
Promotion (X2)	96	38	56	46.21	4.039
Service quality (X3)	96	37	57	46.14	4.202
Interest in the School (Y)	96	39	56	46.89	4.065
Valid N (listwise)	96				

The price shows the minimum variance of 37 and the maximum variance of 56 with the *rating score* of 45,28 and the standard deviation of 4,215. The promotion shows the minimum variance of 38 and the maximum variance of 56 with the *rating score* of 46.21 and the standard deviation of 4,039. The service quality shows the minimum variance of 37 and the maximum variance of 57 with the *rating score* of 46.14 and the standard deviation of 4,202. The interest in the school shows the minimum variance of 39

and the maximum variance of 56 with the *rating score* of 46.89 and the standard deviation of 4,065.

The verificative analysis has the purpose to identify the influence of independent variables on the dependent variables through multiple regression test. The regression test was to identify the changes in the dependent variable when the independent variable experience changes (Ghozali, 2017).

Table 3. Results of Multiple Regression Test

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.845	4.071		1.927	.037
	Price (X1)	.270	.087	.280	3.119	.002
	Promotion (X2)	.355	.090	.353	3.925	.000
	Service quality (X3)	.226	.087	.233	2.589	.011

a. Dependent Variable: Interest in the School (Y)

Based on the results of analysis presented in the table above, we obtained the equation of regression $Y = 7,845 + 0,270X1 + 0,355X2 + 0,226X3$. The equation explains that: (1) The constant of 7,845 means that if the price is not affordable and there is no promotion, the interest to study at the school is at 7,845 points; (2) The regression coefficient of the price is 0,270. The value is positive meaning that each 0,270 increase in the price will result in a 0.270 increase in interest to study in the school; (3) The regression coefficient of promotion is 0,355. The score is also positive. Thus, every 0.355 point improvement on the promotion will cause 0.355 point improvement in the interest to study at the school; (4) the regression coefficient

of service quality is 0,226. Because the score is positive, it means that each 0.226 improvement on the service quality also improves the interest to study at the school

2. Correlation Coefficient Analysis of the Influences of Price, Promotion, and Quality Service on The Interest in the School

Correlation coefficient analysis was performed to measure how strong the partial and simultaneous correlation between independent and dependent variables. Results of the analysis are presented in the table below:

Table 4. Results of Correlation Coefficient test of Price toward Interest in the school

Correlations ^b			
		Price (X1)	Interest in the School (Y)
Price (X1)	Pearson Correlation	1	.570**
	Sig. (2-tailed)		.000
Interest in the school (Y)	Pearson Correlation	.570**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=96

Based on the test, we got the correlation value of 0.570 which means that price has a

moderate correlation with the interest in the school.

Table 5. Results of Correlation Coefficient Test of Promotion toward the Interest in the School

Correlations ^b			
		Promotion (X2)	Interest in the school (Y)
Promotion (X2)	Pearson Correlation	1	.607**
	Sig. (2-tailed)		.000
Interest in the School (Y)	Pearson Correlation	.607**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=96

The results of the test indicated a promotion has a strong correlation with the correlation score of 0.607 meaning that the interest in the school.

Table 6. Results of Correlation Coefficient Test of Service quality toward the Interest in the School.

Correlations ^b			
		Service quality (X2)	Interest in the School (Y)
Service quality (X3)	Pearson Correlation	1	.549**
	Sig. (2-tailed)		.000
Interest in the school (Y)	Pearson Correlation	.549**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=96

The test shows the correlation value of 0.549 indicating that recruitment moderately correlated with the interest in the school.

Table 7. Results of Coefficient Test of Simultaneous Correlation between Price, Promotion, and Service quality and the interest in the School

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.502	.486	2.915

a. Predictors: (Constant), Service quality (X3), Price (X1), Promotion (X2)

Based on the analysis, we can see the correlation value of 0.709 which means that price, promotion, and service quality are strongly simultaneously correlated with the interest in the school.

the influence of Price, Promotion, and Service quality on the Interest in the School

The determination coefficient was analyzed to identify the percentage of the partial and impartial influence of independent variables on the dependent variables. The results are

3. Analysis of Determination Coefficient of

presented in the table below:

Table 8. Results of Determination Coefficient Analysis of the correlation between Price and the Interest in the School

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.318	3.357

a. Predictors: (Constant), Price (X1)

Based on the test results, we got the determination value of 0.325 indicating that price contributes to the interest in the school at 32,5%.

Table 9. Results of Determination Coefficient Analysis of the correlation between Promotion and the Interest in the School

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.369	.362	3.246

a. Predictors: (Constant), Promotion (X2)

The analysis shows the determination value of 0.369 meaning that promotion influences the interest in the school at 36,9%.

Table 10. Results of Determination Coefficient Analysis of the correlation between Service quality and the Interest in the School

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549 ^a	.302	.294	3.414

a. Predictors: (Constant), Service quality (X3)

According to the analysis carried out on this variable, the determination value is 0.302. It indicates that the quality of the service influences the interest in the school (30.2 %).

Table 11. Results of Determination Coefficient Analysis of the correlation between Price, Promotion, and Service quality and the Interest in the School

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.502	.486	2.915

a. Predictors: (Constant), Service quality (X3), Price (X1), Promotion (X2)

factors.

The analysis results in the determination value of 0.502 which means that price, promotion, and quality service simultaneously influence the interest in the school (50,2%) while the rest (49,8%) is influenced by other

4. Results of Hypothesis Analysis (T - Test) of the partial and simultaneous influence of price, promotion, and service quality on the interest in the school

Hypothesis Analysis for partial influence using t - test

Hypothesis analysis using t - test was

performed to identify which partial hypotheses are accepted. The first hypothesis states that price has a significant influence on the interest in the school.

Table 12. Results of Hypothesis Test about the Correlation between Price and The Interest in The School

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	21.980	3.716		.000
	Price (X1)	.550	.082	.570	.000

a. Dependent Variable: Interest in the School (Y)

The results of the test as presented in the table above show the t - count (6.730) > t - table (1,986), so that the first proposed

hypothesis stating that price has a significant influence on the interest in the school is accepted.

Table 13. Results of Hypothesis Test about the Correlation between Promotion and The Interest in The School

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	18.642	3.825		.000
	Promosi (X2)	.611	.082	.607	.000

a. Dependent Variable: Interest in The School (Y)

Based on the results of the analysis that can be seen in the table above, the t count > t table (7,412 > 1,986), thus the second

hypothesis stating that there is a significant influence of promotion on the interest in the school is accepted.

Table 14. Results of Hypothesis Test about the Correlation between Service quality and The Interest in The School

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	22.363	3.862		.000
	Service quality (X3)	.532	.083	.549	.000

a. Dependent Variable: Interest in the school (Y)

The analysis shows that the t count > t table (6,375 > 1,986) meaning that the third hypothesis stating that the service quality significantly influences the interest in the school is accepted.

Simultaneous Hypothesis Test (F test)

Testing the hypothesis using F - test is to identify which simultaneous hypotheses are accepted. The fourth hypothesis suggests that price, promotion, and service quality have a

significant influence on the interest in the school.

Table 15. Results of Hypothesis Test about the Correlation between Price, Promotion and Service quality and The Interest in The School

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	788.037	3	262.679	30.915	.000 ^b
	Residual	781.703	92	8.497		
	Total	1569.740	95			

a. Dependent Variable: Interest in the School (Y)

b. Predictors: (Constant), Service quality (X3), Price (X1), Promotion (X2)

The results of the analysis presented in the table indicate that F count > F table or (30,915 > 2,700) so that the fourth hypothesis is accepted. In the other words, price, promotion, and quality of service significantly influence the interest in the school.

Influence of Price on the Interest in the School. Price significantly influences the interest in the school with a correlation rate of 0,570. In other words, it has a moderate correlation with the influence of 32.5 %. The hypothesis test shows the t - count > t - table or (6,730 > 1,986). Thus, the first hypothesis stating that price has a significant influence on the interest in the school is accepted.

Influence of Promotion on the Interest in the School. Promotion shows a significant influence on the interest in the school with a correlation value of 0.607 indicating that both variables have a strong correlation at 36,9%. The analysis performed on the hypothesis results in the t - count > t - table (7,412 > 1,986). It means that the second hypothesis stating that there a significant influence of promotion on the interest in the school is accepted.

Influence of Service quality on the Interest in the School. The service quality has a significant influence on the interest in the school with a correlation value of 0,549. It shows a moderate correlation at 30,2%. Test carried out on the hypothesis shows the t - count > t - table (6,375 > 1,986) indicating that the third hypothesis stating that promotion has a significant influence on the interest in the school is accepted.

Influence of Price, Promotion, and Service quality on the Interest in the School. Price and promotion have significant influence on the interest in the school based on the regression

equation of $Y = 7,845 + 0,270X1 + 0,355X2 + 0,226X3$. The correlation value of 0,709 indicates the strong correlation between variables at the rate of 50,2% while the rest (49,8%) is influenced by other factors. The test on the hypothesis shows the value of F count > F table (30,915 > 2,700). Thus, the fourth hypothesis stating that price, promotion, and service quality have a significant influence on the interest in the school is accepted.

Discussion

The findings show that price (tuition fee), promotion (information about the school), and service quality trigger societies' interest to study in the Vocational High School. An affordable price with adequate learning facilities will invite communities to register to the school. The data shows that cost highly influences interest. Therefore, to trigger the society to register their children to the school, the price should be set based on the facilities it provides. Price is an important factor that can attract societies as consumers in selecting a particular school for their children's further education. It is in line with (Purnomo, Aini, & Makmur, 2016) that price is a factor determining a decision taken by someone in purchasing something. Thus, the determination of a price has become a competition to push the success of a company which in this case refers to the school institution (Rubin, Zevin, & Blair, 2017). Price is a component that must be set carefully for the institution's income (Ghassani & Suryoko, 2017).

Distributing information through promotion attracts students to discover more about the school. Promotion significantly improves the interest to register to a school. It

shows that promoting the school as an educational institution becomes a solution to increase the interest of consumers in the institution. Promoting the academic and non-academic activities facilitated by the school and the achievement of its alumnae can affect the attitude and behavior of the prospective students. It confirms the idea that promotion as a kind of activity to communicate information from seller to buyers can influence the communities' behavior and attitude (Carthy & Perreault, 2009 ; (Conger, Gibbs, Uchikoshi, & Winsler, 2020). Vocational high school as a company should arrange activities that involve some institutions to communicate the benefits of the products it has like the program it offers including the advantages, achievements it has got, and the career opportunities so that societies as consumers can be more convinced to select the school. It means a good promotion can attract or influence consumers (Yang, Xiao, Liu, & Jiang, 2020).

The service quality it provides can create a productive academic climate for the learning process that can improve students' learning achievement. The results can provide information to society to attract them registering their children to the school. Data shows that this aspect has a big influence in increasing societies' interest in the school so that school institution as the company should improve the service model. Service improvement will influence the quality of teachers, students, the learning process, and the facilities of the school.

CONCLUSIONS AND SUGGESTIONS

The findings show that (a) price significantly influences the interest in the school with the rate of 32,5%. Hypothesis test shows the t - count (6.730) > t - table (1,986); (2) The promotion significantly influences the interest in the school with the rate of 36,9%. Hypothesis test shows the t - count (7.412) > t - table (1,986); (3) The service quality significantly influences the interest in the school at 30,2%. Hypothesis test shows the t - count (6.735) > t - table (1,986); (4) Price, promotion, and service quality significantly influence the interest in the school at 50,2% while the rest (49,8%) is influenced by other factors. The hypothesis test shows the F - count (30.915) > F - table (2.700). It indicates that price (tuition fee), promotion (distribution of information about the school), and service quality can attract societies to bring their children to the school and can be taken as

the solution to increasing the number of the students.

Therefore, we suggest the school: (a) to calculate carefully the tuition fee. In this case, the school should set the lowest price but ensuring the quality of the learning process; (b) to well utilize various media and technology for promotion; (c) to improve the service quality including staffs, teachers, and the headmaster to maintain the school prestige.

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