

# Determinant Parents Of Student's Decision In Choosing Junior High School (SMP) Education Services In Banten Province And Its Implications On Student Parent Satisfaction

Nurmin Arianto<sup>1\*</sup>, Nandan Limakrisna<sup>2</sup>, Jan Horas V. Purba<sup>3</sup>

<sup>1,2,3</sup> Universitas Pakuan, Bogor, Indonesia.

\*Corresponding Author:

Email : [correspondent.author@gmail.com](mailto:correspondent.author@gmail.com)

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## Abstract.

*The purpose of this study was to determine and analyze the effect of service quality on decisions, costs on decisions, CRM on decisions on satisfaction, service quality on satisfaction, costs on satisfaction, CRM on satisfaction, service quality on satisfaction through decisions and costs on satisfaction through decisions. and knowing CRM to satisfaction through decisions. The population of this research is parents of students who send their children to private junior high schools in Banten Province with a total of 4,707 schools and a sample of 200 schools while the number of parents of students is 370. The research method used in this study is a quantitative method with explanatory survey approach and data analysis methods using SEM with the help of SmartPLS. Based on the results of the study, the following findings were obtained: service quality has a positive and significant effect on decisions, costs have a positive and significant effect on decisions, CRM has a positive and significant effect on decisions, decisions affect satisfaction and service quality has a positive and significant effect on satisfaction, cost has a positive and significant effect on satisfaction and CRM has a positive and significant effect on satisfaction, service quality, cost, CRM has a positive effect on satisfaction through decisions. Therefore, the decision variable is a full mediating variable. The implication of the results of this study is that to increase Parental Satisfaction of Students at Junior High Schools in Banten Province, especially in the high level of Always Buying, it will be able to be increased if Junior High Schools in Banten Province are able to improve Parental Decisions in Choosing Schools, especially on the high dimensions of product choice (choice of choice). product), where the Decision of Parents of Students in Choosing Junior High Schools in Banten Province will be able to be improved if Junior High Schools in Banten Province are able to improve Customer Relationship Management, especially in the high development and increase in Education Costs, especially in the high cost of school supplies and equipment and improve the quality of service, especially in the high level of assurance (guarantee).*

**Keywords:** Service Quality, Cost, CRM, Decision and Satisfaction.

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## I. INTRODUCTION

Schools are places of education for children, the purpose of schools is to teach children to become children who are able to advance the nation. School is an institution designed for teaching students/students under the supervision of teachers, this is in line with Government Regulation No. 47 of 2008 where 9 Years of Basic Education is Compulsory Education, is a Government program to answer the needs and challenges of the times. a form of formal education unit that organizes general education at the basic education level as a continuation of SD, MI, or other equivalent forms, (PP No. 47, Article 1), so that this encourages Junior High Schools to improve the quality and quality of their education so that parents students are interested in sending their children to school by spending construction money and monthly payments and currently many schools provide various facilities and advantages in accordance with technological developments such as the internet, computers and improving existing facilities, schools are divided into two types, there are government schools or so-called ne school geri and there are also non-government schools called private schools. Public schools are organized starting from elementary schools, junior high schools, high schools, and universities, while private schools may be for children with special needs when the government cannot provide special schools for them, religious, such as Islamic schools, Christian schools, and others, or schools that have a higher standard of education or seek to develop other personal achievements. the number of private schools that exist is still lacking although every year it increases not significantly, this is why parents of students prefer to send their children to public schools rather than private schools.

Private schools in Banten Province are still lacking when viewed based on the number of students, graduates and teachers, this causes many parents to send their children to schools outside Banten Province and when viewed from the costs that must be incurred by parents of students, the existing schools in the area

of Banten Province is relatively high so that parents prefer to send their children to public schools rather than private schools because the higher the level of education, the more expensive school fees must be paid by parents of students. In addition, there are several schools that will be threatened not to operate, this is also because the quality of service provided by the school to parents of students is still lacking, such as parents of students who want to register their children at the school. It can be seen from the results of the pre-survey conducted on 30 parents of students with 3 private junior high schools in the number of libraries that suffered total damage as many as 408 with a limited number of libraries so that it can be identified that the company as one of the facilities in the school is still lacking. This is what causes that schools in Banten Province still have shortcomings so that the founders and owners of the school should also pay attention to the libraries in the school, therefore the existing facilities at the school are a means of supporting the quality of services provided by the school. For their students so that it affects the perception of parents to send their children to private junior high schools in Banten Province, then from that private schools must be able to improve the quality of services in schools, because the quality of service is one part of marketing, if the quality of services provided is good then many parents of students will recommend prospective parents of other students to send their children to school in the Private Junior High School and besides that it is not uncommon for parents of students to have to pay quite a lot of money to send their children to school, because cost is also a factor that influences the decisions and satisfaction of parents in educating their children where the application of the pricing strategy in this case is Education costs are not only carried out in private schools but can be used in all types of businesses and legal entities that want to survive in competition, including in the world of education.

As we all know that the cost of education today is not cheap, moreover, the higher the level of education, the higher the cost required. Likewise with the cost of entering junior high school at this time, even though it is still at the junior high school level, preparation for costs must be carried out early on, besides the costs required to attend a public junior high school are certainly different from the cost of attending a private junior high school, because so far we have understood that schools private schools charge significantly more than public schools. This is because public schools receive direct subsidies from the government while private schools are not independent and so need a large amount of money, therefore the cost of education has been determined and adjusted to the abilities of the parents of students where the fees offered are private junior high schools in Indonesia. Banten Province at the beginning of the new school year was said to be quite expensive, for example at SMPIT Cordova located in South Tangerang, more precisely on Jalan Japos, Jurangmangu, South Tangerang, using the KTSP curriculum (towards K13). In the learning process using an Active Learning approach and trying to develop Multiple Intelligences and always integrating moral values in learning activities. Learning activities at SMPIT Cordova are carried out in an atmosphere of Islamic relations between students and teachers, who practice the 4S (Smile, Greetings, Greetings and Politeness), mutual respect.

In addition, the decision of parents to send their children to private junior high schools in Banten Province also depends on the relationship of parents of students with teachers and staff and principals of private junior high schools in Banten Province where the relationship is a management relationship because basically Customer Relationship Management (CRM) is a business approach based on managing relationships with parents of students. CRM focuses more on what parents value students, not on the products the school wants to sell, in this case, services. Through the application of CRM, schools are expected to be able to build good communication and relationships with parents of students so as to produce graduates who have good quality and can compete but can also answer the wishes and needs of parents of students. CRM as one of the strategies carried out by schools in improving the quality of services to parents of students is by implementing CRM, through a commitment to serve, communication with parents of students and handling complaints of parents of students as in building good relations with parents of students (Ndubisi, 2007). In addition, factors. According to Ndubisi (2007), the factors that encourage the formation of CRM are commitment, communication and complaint handling that have a direct impact on customer satisfaction. With the fulfillment of needs, desires appropriately, it can encourage the achievement of satisfaction in consumers for a product. If seen in tables 1.1 and 1.2, it can be seen that the number of

students in private schools in Banten Province is decreasing. This is also because the relationship between parents of students and the school is still low, causing parents of students to be less satisfied with the school.

## II. LITERATURE REVIEW

### **Satisfaction**

The definition of consumer satisfaction according to Kotler (2014) is a feeling of pleasure or disappointment that arises after comparing the performance (result) of the product that is thought to the expected performance (or result), from this definition it can be said that if the product performance is not in accordance with the expectations of parents and if the expectations of If the performance is in line with expectations, the parents will feel satisfied, but if the product performance exceeds expectations, the parents will feel happy and very satisfied. Sinambela (2008) argues that service is any profitable activity in a group or unit, and offers satisfaction even though the results are not tied to a physical product, therefore the success of a company can be seen from the satisfaction felt by consumers with the products offered, By looking at customer satisfaction the company can find out whether the performance of the company itself is good and in line with expectations or still needs to be improved. In simple terms, satisfaction can be according to Kotler in Sunyoto (2013), consumer satisfaction is the level of one's feelings after comparing the perceived performance or results with their expectations. Consumers can experience one of three levels of general satisfaction, namely if performance is below expectations, consumers will feel disappointed, but if performance matches expectations, consumers will feel satisfied and if performance exceeds expectations, consumers will feel very satisfied, happy or happy. The dimensions used to measure satisfaction according to Basu (2008) are feeling satisfied, always buying products, will recommend to others, fulfilling parents' expectations.

### **Consumer Decision**

According to Setiadi in Etta Mamang Sangadji (2013), the core of consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. Kotler and Armstrong (2016) Purchase decisions are part of consumer behavior, consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires, Purchasing decisions are actions from consumers to buy products, either in the form of services or in the form of goods. Meanwhile, according to Peter-Olson (in Mulyadi Nitisusastro, 2012) purchasing decisions are "the process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes with environmental factors by which humans do exchange in all aspects of life. Cognitive attitudes reflect understanding attitudes, affective attitudes reflect beliefs and behavioral attitudes reflect real action attitudes. The decision to buy or not to buy is part of an element inherent in every individual called behavior, where it refers to real physical actions that can be seen and can be measured by others. The dimensions used to measure the decisions of Kotler and Keller translated by Tjiptono (2012) consist of Product Choice (Product Choice), Brand Choice (Brand Choice), Purchase Channel Selection (Daeler Choice), Purchase Timing, Total Purchase

### **Customer Relationship Management (CRM)**

Customer relationship management is a focus on providing optimal value to customers through how the company communicates with them, how the company markets to them, and also through the traditional marketing mix consisting of product, price, distribution and promotion. So that it can generate value to customers which will eventually form loyalty. CRM begins with the concept of Relationship Marketing which is a relationship-based marketing concept, where according to Tunggal (2006) this concept conveys that the main goal targeted by all CRM strategies is economic motive, namely so that companies are able to manage consumer baselines to identify, satisfy and successfully retain consumers. they are the most profitable and consumers become loyal to the product. CRM as one of the strategies carried out by schools in improving relationships with parents of students is by implementing CRM, through a commitment to service, communication to parents of students and handling complaints of parents of students as a focus in building good relations with parents of students, Ndubisi (2007). The dimensions used to measure CRM according to Pappers and Roger in Kotler and Keller (2007) consist of Identify, Acquire, Retain, Develop.

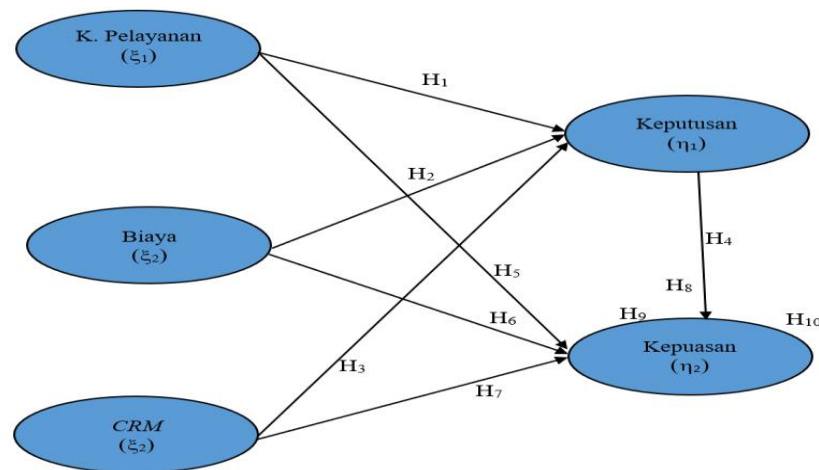
### Cost of education

The second marketing strategy to be considered by leadership and marketing management is cost. According to Wijaya (2010), the cost of education is defined as all types of expenditure incurred to provide education. According to Horngen (2006) defines cost as a resource that is sacrificed (sacrafied) or released (forgone) to achieve certain goals. Bastian (2015) concludes that costs are sacrifices of economic resources measured in units of money that have occurred or are likely to occur for certain purposes. While the dimensions used to measure costs according to Lupiyoadi and Hamdani (2008), Buchari Alma and Hurriyati (2008), namely school fees, school supplies and equipment costs, travel costs, payment procedures, benefits.

### Service quality

Quality of service is the degree of fulfillment of the needs and desires of students and parents of students as well as the accuracy of delivery to balance or exceed their expectations, which is known through the assessment of respondents, Rury at al (2013). According to Lewis and Booms in Tjiptono (2016) Service quality is a measure of how well the level of service provided is able to meet customer expectations. According to Welch Kotler in Weti Ningsih (2011), service quality is everything that is done by certain parties, either individuals or groups to other parties. The dimensions used to measure service quality according to Parasuraman, Zeithaml and Berry in Tjiptono (2016) consist of Tangible, Reliability, Responsiveness, Assurance, Empathy.

### Frame Work



**Fig 1.** Research Framework

Hypothesis:

**H1:** There is an influence of service quality on the decisions of parents of students in choosing Private Junior High School (SMP) Education Services in Banten Province.

**H2:** There is a cost effect on the decisions of parents of students in choosing Private Junior High School (SMP) Education Services in Banten Province.

**H3:** There is an influence of customer relationship management on the decisions of parents of students in choosing Private Junior High School (SMP) Education Services in Banten Province.

**H4:** There is an influence of decisions on the satisfaction of parents of students in choosing Private Junior High School (SMP) Education Services in Banten Province.

**H5:** There is an influence of service quality on the satisfaction of parents of students in choosing Private Junior High School (SMP) Education Services in Banten Province.

**H6:** There is a cost effect on the satisfaction of parents of students in choosing Private Junior High School (SMP) Education Services in Banten Province.

**H7:** There is an influence of customer relationship management on the satisfaction of parents of students in choosing Private Junior High School (SMP) Education Services in Banten Province.

**H8:** There is an influence of service quality on satisfaction through the decisions of parents of students in choosing Private Junior High School (SMP) Education Services in Banten Province.

**H9:** There is a cost effect on satisfaction through the decisions of parents of students in choosing Private

Junior High School (SMP) Education Services in Banten Province.

**H10:** There is an influence of customer relationship management on satisfaction through the decisions of parents of students in choosing Private Junior High School (SMP) Education Services in Banten Province.

### III. METHODS

This research is a descriptive survey and explanatory survey method. The population in this study are parents of students who send their children to junior high schools in Banten Province and the number is very large and it is not known for sure if you look at the number of private schools in Banten province, there are 4,707 school. The sample that will be given questionnaires to respondents is 370 respondents where this is obtained using the Slovin formula, so the number of questionnaires that will be distributed is 370 based on strata, the number of each city or district is different. Data analysis method in this study is a Research Instrument Test Design which consists of Construct Validity Test and Construct Reliability Test, Descriptive Statistical Analysis and Partial Least Square (PLS) Data Analysis which consists of Evaluation of Measurement Outer Model including Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE), Composite Reliability, Cronbach's Alpha after the test is carried out then enter the Structural Model Evaluation (Inner Model) which consists of R-square value, Goodness of Fit Model, Predictive Relevance Value (Q2), Structural Model Analysis

### IV. RESULT AND DISCUSSION

#### RESULT

Validity Test

**Table 1.** Test the Validity and Reliability of Service Quality Construct Indicators

Dimension	Indicator	Outer Loading (SLF)	Construct Reliability (CA)	Average Variance Extract (AVE)	T-Value Outer Loading	Path Coefficients	Uji Result
<i>Tangible (X<sub>1</sub>)</i>	X1.1.1	0,894	0,927	0,775	52,255	15,794	Valid and Reliable
	X1.1.2	0,895			47,220		Valid and Reliable
	X1.1.3	0,848			37,034		Valid and Reliable
	X1.1.4	0,901			63,017		Valid and Reliable
	X1.1.5	0,864			30,607		Valid and Reliable
<i>Reliability (X<sub>2</sub>)</i>	X1.2.1	0,874	0,930	0,781	38,157	14,630	Valid and Reliable
	X1.2.2	0,889			56,225		Valid and Reliable
	X1.2.3	0,879			48,280		Valid and Reliable
	X1.2.4	0,899			53,489		Valid and Reliable
	X1.2.5	0,877			43,618		Valid and Reliable
<i>Responsiveness (X<sub>3</sub>)</i>	X1.3.1	0,884	0,914	0,743	60,635	19,913	Valid and Reliable
	X1.3.2	0,863			43,459		Valid and Reliable
	X1.3.3	0,854			40,201		Valid and Reliable
	X1.3.4	0,852			37,573		Valid and Reliable
	X1.3.5	0,857			49,754		Valid and Reliable



Dimension	Indicator	Outer Loading (SLF)	Construct Reliability (CA)	Average Variance Extract (AVE)	T-Value Outer Loading	Path Coefficients	Uji Result
Assurance (X <sub>4</sub> )	X1.4.1	0,878	0,917	0,751	29,983	76,211	Valid and Reliable
	X1.4.2	0,897			43,919		Valid and Reliable
	X1.4.3	0,883			40,604		Valid and Reliable
	X1.4.4	0,872			41,289		Valid and Reliable
	X1.4.5	0,801			23,852		Valid and Reliable
Empathy (X <sub>5</sub> )	X1.5.1	0,925	0,944	0,816	65,658	59,352	Valid and Reliable
	X1.5.2	0,883			40,565		Valid and Reliable
	X1.5.3	0,902			49,885		Valid and Reliable
	X1.5.4	0,911			51,868		Valid and Reliable
	X1.5.5	0,896			31,845		Valid and Reliable

**Table 2.** Test the Validity and Reliability of Cost Construct Indicators

Dimension	Indicator	Outer Loading (SLF)	Construct Reliability (CA)	Average Variance Extract (AVE)	T-Value Outer Loading	Path Coefficients	Uji Result
Biaya Sekolah	X2.1.1	0,896	0,937	0,800	47,477	91,634	Valid and Reliable
	X2.1.2	0,906			64,136		Valid and Reliable
	X2.1.3	0,890			55,959		Valid and Reliable
	X2.1.4	0,875			37,946		Valid and Reliable
	X2.1.5	0,905			52,113		Valid and Reliable
Biaya Perlengkapan	X2.2.1	0,896	0,906	0,780	59,501	137,335	Valid and Reliable
	X2.2.2	0,885			61,444		Valid and Reliable
	X2.2.3	0,864			36,460		Valid and Reliable
	X2.2.4	0,887			39,641		Valid and Reliable
Biaya Travel	X2.3.1	0,891	0,909	0,787	66,226	103,288	Valid and Reliable
	X2.3.2	0,915			91,119		Valid

							and Reliable
	X2.3.3	0,883			41,227		Valid and Reliable
	X2.3.4	0,858			33,162		Valid and Reliable
Prosedur Pembayaran	X2.4.1	0,889	0,895	0,826	45,173	104,727	Valid and Reliable
	X2.4.2	0,922			69,604		Valid and Reliable
	X2.4.3	0,914			54,547		Valid and Reliable
Benefit	X2.5.1	0,920	0,910	0,848	58,756	75,429	Valid and Reliable
	X2.5.2	0,911			56,811		Valid and Reliable
	X2.5.3	0,931			63,749		Valid and Reliable

**Table 3.** Test the Validity and Reliability of CRM Construct Indicators

Dimention	Indicator	Outer Loading (SLF)	Construct Reliability (CA)	Average Variance Extract (AVE)	T-Value Outer Loading	Path Coefficients	Uji Result
Identify	X3.1.1	0,936	0,871	0,886	68,397	54,127	Valid and Reliable
	X3.1.2	0,947			102,052		Valid and Reliable
Acquire	X3.2.1	0,935	0,863	0,879	69,162	62,536	Valid and Reliable
	X3.2.2	0,940			92,082		Valid and Reliable
Retain	X3.3.1	0,960	0,911	0,918	147,888	49,261	Valid and Reliable
	X3.3.2	0,956			114,808		Valid and Reliable
Devlop	X3.4.1	0,949	0,892	0,902	106,509	66,333	Valid and Reliable
	X3.4.2	0,951			107,063		Valid and Reliable

**Table 4.** Test the Validity and Reliability of Decision Construct Indicators

Dimention	Indicator	Outer Loading (SLF)	Construct Reliability (CA)	Average Variance Extract	T-Value Outer Loading	Path Coefficients	Uji Result
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				(AVE)			
Product Choice	Y1.1	0,723	0,765	0,789	15,878	72,015	Valid and Reliable
	Y1.2	0,726			23,692		Valid and Reliable
	Y1.3	0,754			29,609		Valid and Reliable
	Y1.4	0,859			57,445		Valid and Reliable
Brand Choice	Y2.1	0,800	0,708	0,760	41,784	69,735	Valid and Reliable
	Y2.2	0,755			14,461		Valid and Reliable
	Y2.3	0,782			29,421		Valid and Reliable
Daeler Choice	Y3.1	0,891	0,777	0,755	98,165	45,098	Valid and Reliable
	Y3.2	0,846			47,838		Valid and Reliable
Purchase Timing	Y4.1	0,751	0,731	0,775	20,342	41,054	Valid and Reliable
	Y4.2	0,887			80,892		Valid and Reliable
Jml Pembelian	Y5.1	0,861	0,765	0,749	53,574	51,158	Valid and Reliable
	Y5.2	0,870			59,957		Valid and Reliable

**Table 5.** Test the Validity and Reliability of Satisfaction Construct Indicators

Dimention	Indicator	Outer Loading (SLF)	Construct Reliability (CA)	Average Variance Exstract (AVE)	T-Value Outer Loading	Path Cofficient	Uji Result
Perasaan Puas	Z11	0,802	0,785	0,700	28,169	228,426	Valid and Reliable
	Z12	0,863			63,603		Valid and Reliable
	Z13	0,844			47,854		Valid and Reliable
Selalu Membeli	Z21	0,840	0,726	0,727	45,254	248,605	Valid and Reliable
	Z22	0,866			65,654		Valid and Reliable
Rekomendasi	Z31	0,757	0,719	0,640	15,915	156,191	Valid and Reliable
	Z32	0,783			31,752		Valid and Reliable
	Z33	0,856			47,940		Valid and Reliable
Harapan	Z41	0,839	0,780	0,695	45,629	172,209	Valid and Reliable
	Z42	0,806			25,454		Valid and Reliable
	Z43	0,855			60,654		Valid and Reliable



**Evaluasi Model Struktural (Inner Model)****Table 6.** Endogenous Variable R<sup>2</sup> Value

	R Square	Adjusted R Square
Decision	0,159	0,152
Satisfaction	0,437	0,431

The R-square value of the decision endogenous construct in this research model was obtained at 0.159. In this case, the construct of service quality, cost, and CRM can only explain the decision construct by 15.9% and the remaining 84.1% is explained by other variables outside the model, so it has a very weak influence because the value 0.159 is below 0,19 – 0.33 then it is included in the very weak category, Ghazali (2020). And the R-square value of the endogenous construct of satisfaction in this research model was obtained at 0.437. In this case, the constructs of service quality, cost, CRM and decisions can only explain the satisfaction construct of 43.7% and the remaining 56.3% is explained by other variables outside the model, so it has an influence because the value of 0.437 is between 0.33 – 0.67 then it is included in the medium category. Ghazali (2020).

**Table 7.** Goodness of Fit Test Results

	Model Saturated	Model Estimasi	Kriteria Model Fit	Ket
SRMR	0,044	0,044	SMSR < 0,08	Good Fit
d_ ULS	0,530	0,530	d_ ULS > 2,000	Good Fit
d_ G	0,951	0,951	d_ G > 0,900	Good Fit
NFI	0,835	0,835	NFI > 0,90	Marginal Fit
Chi-Square	1930,335	1930,335		
rms Theta	0,209			

**Predictive Relevance Value (Q<sup>2</sup>)**

The predictive relevance value is obtained by the formula:

$$Q\text{-Square} = 1 - [(1 - R_{21}) \times (1 - R_{22})]$$

$$Q\text{-Square} = 1 - (1 - 0.159) \times (1 - 0.437)$$

$$Q\text{-Square} = 1 - (0.841) \times (0.563)$$

$$Q\text{-Square} = 1 - 0.473$$

$$Q\text{-Square} = 0.527$$

Based on the calculation results above, the Q-Square value of 0.527 > 0 indicates that the research model has predictive relevance or can provide relevant predictions. Thus, from these results, this research model can be declared to have a good goodness of fit.

**Structural Model Analysis****Table 8.** Hypothesis Testing Results

Track	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Service Quality -> Decision	0,147	0,146	0,071	2,085	0,038
Cost -> Decision	0,210	0,208	0,061	3,439	0,001
CRM -> Decision	0,158	0,163	0,054	2,934	0,004
Decision -> Satisfaction	0,470	0,471	0,064	7,311	0,000
Service Quality -> Satisfaction	0,146	0,143	0,063	2,303	0,022
Cost -> Satisfaction	0,119	0,118	0,057	2,078	0,038
CRM -> Satisfaction	0,134	0,135	0,056	2,381	0,018
Service Quality -> Decision -> Satisfaction	0,069	0,069	0,035	1,987	0,047
Cost -> Decision -> Satisfaction	0,099	0,098	0,033	3,019	0,003
CRM -> Decision -> Satisfaction	0,074	0,077	0,029	2,599	0,010

**DISCUSSION**

1. The Effect of Service Quality on the Decisions of Parents of Students in Choosing Private Junior High School (SMP) Education Services in Banten Province

Based on the table above, the results of hypothesis testing show that the original sample estimate value of LS is 0.147 with a significance of 0.038 below 0.05 which is indicated by the t-statistical value of 2.085 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that service quality has a positive effect on decisions. Based on these results, the first hypothesis is accepted.

2. The Effect of Costs on the Decisions of Parents of Students in Choosing Private Junior High School (SMP) Education Services in Banten Province

Based on the table above, the results of hypothesis testing show that the original sample estimate value of LS is 0.210 with a significance of 0.001 below 0.05 which is indicated by the t-statistical value of 3.439 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that the cost has a positive effect on the decision. Based on these results, the second hypothesis is accepted.

3. The Influence of Customer Relationship Management on the Decisions of Parents of Students in Choosing Private Junior High School (SMP) Education Services in Banten Province

Based on the table above, the results of hypothesis testing show that the original sample estimate LS value is 0.158 with a significance of 0.004 below 0.05, which is indicated by the t-statistical value of 2.934 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that the CRM has a positive effect on the decision. Based on these results, the third hypothesis is accepted.

4. The Effect of Parental Decisions on Student Parental Satisfaction in Choosing Private Junior High School (SMP) Education Services in Banten Province

Based on the table above, the results of hypothesis testing show that the original sample estimate value of LS is 0.470 with a significance of 0.000 below 0.05 which is indicated by the t-statistical value of 7.311 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that the decision has a positive effect on satisfaction. Based on these results, the fourth hypothesis is accepted.

5. The Influence of Service Quality on Student Parental Satisfaction in Choosing Private Junior High School (SMP) Education Services in Banten Province

Based on the table above, the results of hypothesis testing show that the original sample estimate value of LS is 0.146 with a significance of 0.022 below 0.05 which is indicated by the t-statistical value of 2.303 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that service quality has a positive effect on satisfaction. Based on these results, the fifth hypothesis is accepted.

6. The Effect of Costs on Student Parental Satisfaction in Choosing Private Junior High School (SMP) Education Services in Banten Province

Based on the table above, the results of hypothesis testing show that the original sample estimate value of LS is 0.119 with a significance of 0.038 below 0.05 which is indicated by the t-statistical value of 2.078 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that the cost has a positive effect on satisfaction. Based on these results, the sixth hypothesis is accepted.

7. The Influence of Customer Relationship Management on Student Parental Satisfaction in Choosing Private Junior High School (SMP) Education Services in Banten Province

Based on the table above, the results of hypothesis testing show that the original sample estimate value of LS is 0.134 with a significance of 0.018 below 0.05 which is indicated by the t-statistical value of 2.381 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that CRM has a positive effect on satisfaction. Based on these results, the seventh hypothesis is accepted.

8. The Effect of Service Quality on Satisfaction Through the Decisions of Parents of Students in Choosing Private Junior High School (SMP) Education Services in Banten Province

Based on the table above, the results of hypothesis testing show that the original sample estimate value of LS is 0.069 with a significance of 0.047 below 0.05 which is indicated by the t-statistical value of 1.987 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that service quality has a positive effect on satisfaction through decisions. Based on these results, the eighth hypothesis is accepted.

9. The Effect of Costs on Satisfaction Through the Decisions of Parents of Students in Choosing Private Junior High School (SMP) Education Services in Banten Province

Based on the table above, the results of hypothesis testing show that the original sample estimate value of LS is 0.099 with a significance of 0.003 below 0.05 which is indicated by the t-statistical value of 3.019 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that the cost has a positive effect on satisfaction through decisions. Based on these results, the ninth hypothesis is accepted.

10. The Effect of CRM on Satisfaction through the Decisions of Parents of Students in Choosing Private Junior High School (SMP) Education Services in Banten Province

Based on the table above, the results of hypothesis testing show that the original sample estimate value of LS is 0.074 with a significance of 0.010 below 0.05 which is indicated by the t-statistical value of 2.599 which is greater than the t-table value of 1.962. The positive original sample estimate value indicates that CRM has a positive effect on satisfaction through decisions. Based on these results, the tenth hypothesis is accepted.

## V. CONCLUSION

Based on the results of the research and discussion that have been described

1. The quality of service as reflected by the high dimension of assurance (X4) has a positive and significant effect on decisions which is reflected by the high dimensions of product choice and is reinforced by the results of the t test where service quality has a positive and significant effect on decisions, as shown in Figure 4.8, table 4.8 , Figure 4.14 and Table 4.14, Figure 4.18 and Table 4.26.

2. Costs that are reflected in the high dimensions of the cost of school supplies and equipment (X2.2) have a positive and significant effect on decisions which are reflected in the high dimensions of product choice and are reinforced by the results of the t-test where costs have a positive and significant effect on decisions, as shown in the figure. 4.10 table 4.10 and figure 4.14 and table 4.14, figure 4.18 and table 4.26.

3. Customer Relationship Management (CRM) which is reflected by the high dimension of develop (X3.3) has a positive and significant effect on decisions which is reflected by the high dimensions of product choice and is strengthened by the results of the t test where CRM has a positive and significant effect on decisions, as shown in Figure 1. Figure 4.12 Table 4.12, and Figure 4.14 and Table 4.14, Figure 4.18 and Table 4.26.

4. Decisions reflected by the high dimensions of product choice (Y1) have a positive and significant effect on satisfaction which is reflected by the high dimensions of always buying and reinforced by the results of the t test where decisions have a positive and significant effect on satisfaction, as shown in Figure 4.14, table 4.14, Figure 4.16, Table 4.16, Figure 4.18 and Table 4.26.

5. Service quality which is reflected by the high dimension of assurance (X4) has a positive and significant effect on satisfaction which is reflected by the high dimension of always buying and reinforced by the results of the t test where service quality has a positive and significant effect on satisfaction, as shown in Figure 4.8, table 4.8 , Figure 4.16 and Table 4.26.

6. The cost which is reflected by the high dimensions of the cost of school supplies and equipment (X2.2) has a positive and significant effect on satisfaction which is reflected by the high dimension of always buying and is reinforced by the results of the t test where the quality of costs has a positive and significant effect on satisfaction, seen in Figure 4.10 Table 4.10 and Figure 4.16 and Table 4.16, Figure 4.18 and Table 4.26.

7. Customer Relationship Management (CRM) which is reflected by the high dimension of develop (X3.3) has a positive and significant effect on satisfaction which is reflected by the high dimension of always buying, reinforced by the results of the t test where CRM has a positive and significant effect on satisfaction, as shown in the figure 4.12 table 4.12, and figure 4.16 and table 4.16, figure 4.18 and table 4.26

8. Service quality has a positive and significant effect on satisfaction through decisions, this can be seen in Figure 4.18 and Table 4.26

9. Costs have a positive and significant effect on satisfaction through decisions, this can be seen in Figure 4.18 and Table 4.26

11. CRM has a positive and significant effect on satisfaction through decisions, this can be seen in Figure 4.18 and Table 4.26

## VI. SUGGESTION

1. The quality of service provided by junior high schools in Banten Province is good, the quality of service that must be maintained is tangible, including the availability of brochures and forms, school facilities, appearance of admin staff and teachers as well as the availability of practice rooms as well as reliability which includes punctuality, solutions, hours of operation parental data of students and interactive in the learner that can provide a sense of comfort for both students and parents of students, as well as responsiveness which includes schools ready to supervise students and help them, besides that listen to complaints about the existence of counseling guidance services and officers who are always ready to supervise the school environment. However, there are still some indicators that must be considered and improved, namely assurance which includes the competence of teachers or admin staff at the school, supervision and sanctions against school rules and empathy which includes where administrative staff feel what parents feel and do not see social status, as well as understanding and fair treatment for parents of students.

2. School fees set by schools in Banten Province are good and existing costs in schools that must be maintained are school fees which include parents of students having jobs/businesses, affordable tuition fees and ease of paying exams when the exam will be held. But on the other hand there are still several indicators that must be considered and improved, namely travel costs which include study tour activities, pick up students from school and transportation fees, as well as payment procedures which include online payments, paying in installments and benefits that include learning media, facilities and complete infrastructure as well as online or offline payment benefits.

3. Customer Relationship Management at the school is good and CRM that must be maintained is retain which includes maintaining problems communicating with parents of students and close relationships and developing which includes ease of obtaining student information and information services via the available web. However, there are still some indicators that need to be improved, namely identify which includes a database of parents, identification cards and acquire which includes scholarships for students, information about students transparently to parents of students.

4. The decision to choose parents of students in Banten Province is good and must be maintained, namely product choice which includes the availability of the number of schools, close locations, convenience and has good quality and brand choice which includes the accuracy of choosing schools, trust in schools and is an alumni of the school and is a dealer choice consisting of a small number of students, the availability of schools in several places. But besides that, there are still indicators that must be improved, namely the purchase timing which includes students accepted only during the new school year and transfer students as well as the number of purchases that include sending more than one school and the availability of the number of teachers.

5. The satisfaction of parents of students in Banten Province is good and can be maintained, namely the dimension of feeling satisfied which includes the suitability of schools for their children, adequate facilities and infrastructure, costs incurred in accordance with the initial provisions of registration, and the fulfillment of parents' expectations. students consisting of the suitability of the material with the curriculum, supporting facilities, administrative staff according to the expectations of parents.

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