

ABSTRAK

Veronika Leticia, 181010239, 2022, Pengaruh Citra, Fasilitas, dan Kualitas Pelayanan Terhadap Keputusan Memilih SD Methodist – 11, STIE Eka Prasetya, Program Studi Manajemen, Pembimbing I: Ihdina Gustina, S.E., M.M., Pembimbing II: Irvan Rolyesh Situmorang S.E., M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh Citra, Fasilitas, dan Kualitas Pelayanan baik secara parsial maupun simultan terhadap Keputusan Memilih SD Methodist – 11.

Penelitian ini menggunakan metode deskriptif dan kuantitatif serta sumber data berupa data primer dan sekunder. Populasi dalam penelitian adalah seluruh siswa SD di Methodist – 11 pada tahun 2021. Jumlah sampel adalah 199 siswa yang diwakilkan oleh orang tua siswa dengan tingkat kesalahan yang dapat ditolerir sebesar 5%. Teknik pengambilan sampel menggunakan *probability sampling* dengan jenis *simple random sample*. Data dianalisis dengan metode analisis regresi linier berganda yang menghasilkan persamaan **Keputusan Memilih = 3,265 + 0,165 + 0,075 + 0,876 + e**. Hasil penelitian menunjukkan Citra secara parsial berpengaruh positif dan signifikan terhadap Keputusan Memilih SD Methodist – 11, dengan nilai $t_{hitung} > t_{tabel}$, yaitu $2,735 > 1,972$ serta dengan tingkat signifikan $0,007 < 0,05$. Fasilitas secara parsial tidak berpengaruh signifikan terhadap Keputusan Memilih SD Methodist – 11, dengan $t_{hitung} < t_{tabel}$, yaitu $1,115 < 1,972$ serta dengan tingkat signifikan $0,266 > 0,05$. Kualitas Pelayanan berpengaruh secara positif dan signifikan terhadap Keputusan Memilih SD Methodist – 11, dengan $t_{hitung} > t_{tabel}$, yaitu $14,589 > 1,972$, serta dengan tingkat signifikan $0,000 < 0,05$. Berdasarkan hasil pengujian hipotesis secara simultan diketahui bahwa hasil uji – F menunjukkan variabel Citra, Fasilitas, dan Kualitas pelayanan secara simultan berpengaruh terhadap Keputusan Memilih SD Methodist – 11, dengan $F_{hitung} > F_{tabel}$ yaitu $153,349 > 2,65$ serta dengan nilai signifikan $0,000 < 0,05$.

Besarnya *adjusted R Square* adalah 0,698 atau 69,8% yang artinya Citra, Fasilitas, dan Kualitas Pelayanan berpengaruh terhadap Keputusan Memilih SD Methodist – 11 sebesar 69,8% dan sisanya sebesar 30,2% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini, seperti kualitas pendidikan, promosi sekolah, dan biaya pendidikan.

Kata Kunci: Citra, Fasilitas, Kualitas Pelayanan, Keputusan Memilih.

ABSTRACT

Veronika Leticia, 181010239, 2022, The Effect of Image, Facilities, and Services Quality on Decision to Choose Methodist – 11 Primary School, STIE Eka Prasetya, Management Study Program, Advisor I: Ihdina Gustina, SE, MM, Advisor II: Irvan Rolyesh Situmorang SE, M.Si.

This study aims to determine the effect of Image, Facilities, and Services Quality either partially or simultaneously on Decision to Choose Methodist – 11 primary school.

This research uses descriptive and quantitative methods and data sources in the form of primary and secondary data. The population in the research were all elementary school students at Methodist – 11 in 2021. The total sample was 199 students represented by their parents with a tolerable error rate of 5%. The sampling technique used probability sampling with simple random sample. The data were analyzed using the multiple linear regression analysis method which resulted in the Equation of Decision to Choose = $3.265 + 0.165 + 0.075 + 0.876 + e$.

The results showed that the image partially had a positive and significant effect on the Decision to Choose Methodist – 11 primary school, with a $t_{count} > t_{table}$, which was $2.735 > 1.972$ and with a significant level of $0.007 < 0.05$. Facilities partially have no significant effect on the decision to choose Methodist – 11 primary school, with $t_{count} < t_{table}$, namely $1.115 < 1.972$ and with a significant level of $0.266 > 0.05$. Service quality has a positive and significant effect on the Decision to Choose Methodist – 11 primary school, with $t_{count} > t_{table}$, which is $14.589 > 1.972$, and with a significant level of $0.000 < 0.05$. Based on the results of simultaneous hypothesis testing, it is known that the results of the -F test show that the Image, Facilities, and Service Quality variables simultaneously affect the Decision to Choose Methodist – 11 primary school, with $F_{count} > F_{table}$, namely $153.349 > 2.65$ and with a significant value of $0.000 < 0.05$.

The amount of adjusted R Square is 0.698 or 69.8%, which means that the image, facilities, and service quality affect the decision to choose Methodist – 11 primary school by 69.8% and the remaining 30.2% is influenced by other factors not examined in this study, such as quality of education, school promotion, and education costs.

Keywords: Image, Facilities, Services Quality, Decision to Choose.