

**PENGARUH PRICE SENSITIVITY DAN STUDENT  
PERCEPTION TERHADAP KEPUTUSAN SISWA  
DALAM MEMILIH SEKOLAH DENGAN  
MENGUNAKAN PRESTASI SISWA DAN FASILITAS  
SEKOLAH SEBAGAI VARIABEL PERMODERASI**

**ABSTRAK**

***Abstract:** High competition between schools occurs in Tangerang City. The number of junior high school students in the last 10th years has shown an increase, while those at the vocational school level have decreased. Strada Daan Mogot Vocational School in 2013-2023 shows a downward trend of -3.50%. Based on the survey results, consumers do not choose Strada Daan Mogot Vocational School because of the high costs. The factors that influence students to choose a school are achievements and facilities. The population in the study was 295 students of Strada Daan Mogot Vocational School. The analytical method used is the Structural Equation Modeling-Partial Least Square (SEM-PLS). The results showed that Price Sensitivity and Student Perception had a positive and significant influence on the decision to choose a school. Student achievement has not been able to moderate the effect of Price Sensitivity and Student Perception on the decision to choose a school. School facilities can moderate the influence of Price Sensitivity and Student Perception on decision-making in prospective students. Prospective students tend to have a more positive perception of schools with complete, modern, and well-maintained facilities.*

***Keywords:** Price Sensitivity, Student Perception, Student Achievement, School Facility Decision to Choose a School*

***Abstrak:** Persaingan yang tinggi antar sekolah terjadi di Kota Tangerang. Jumlah siswa SMP 10 tahun naik terakhir sedangkan dijenjang SMK menurun. SMK Strada Daan Mogot tahun 2013-2023 menunjukkan tren penurunan sebesar -3.50%. Berdasarkan hasil survey alasan konsumen tidak memilih SMK Strada Daan Mogot karena biaya tinggi, faktor yang mempengaruhi siswa memilih sekolah adalah prestasi dan fasilitas. Populasi dalam penelitian adalah siswa-siswi SMK Strada Daan Mogot yang berjumlah 295 orang. Metode analisis yang digunakan adalah *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan *Price Sensitivity* dan *Student Perception* memiliki pengaruh positif dan signifikan terhadap keputusan memilih sekolah. Prestasi siswa belum mampu memoderasi pengaruh *Price Sensitivity* dan *Student Perception* terhadap keputusan memilih sekolah. Fasilitas sekolah mampu memoderasi pengaruh *Price Sensitivity* dan *Student Perception* terhadap pengambilan keputusan pada calon siswa. Calon siswa cenderung memiliki persepsi yang lebih positif terhadap sekolah yang memiliki fasilitas lengkap, modern, dan terawat dengan baik.*

***Kata kunci:** Price Sensitivity, Student Perception, Prestasi Siswa, Fasilitas Sekolah, Keputusan Memilih Sekolah*