

***THE EFFECT OF PROMOTION, SCHOOL IMAGE ON THE  
DECISION OF PARENTS WITH INTERVENING VARIABLES  
ENROLLMENT INTEREST IN CHOOSE A SCHOOL AT SSA  
JUNIOR HIGH SCHOOL***

**PENGARUH PROMOSI, IMAGE SEKOLAH TERHADAP  
KEPUTUSAN ORANG TUA DENGAN VARIABEL  
INTERVENING MINAT MENDAFTAR SEKOLAH DI SMP  
SSA  
ABSTRAK**

**Abstract:** *This research is to find out the relationship between promotion, school image and parents' decisions with the intervening variable of interest. The research was conducted on the parents of 6th grade elementary school students VL II. Variables: Promotion, School Image, Interest and Parents' Decision. Descriptive quantitative research design. The research population of 6th grade parents was 115 people. The sample is 90 people, the trial is 30 people with random sampling technique. Data through a Likert scale questionnaire research instrument. The analysis test uses normality test, linearity and path analysis. The results are normally distributed, the relationship between the variables is linear, and there is a direct or indirect relationship. The results of the hypothesis: 1) There is a positive and significant relationship between promotion and interest 2) There is a positive and significant relationship between school image and interest 3) There is a positive and significant relationship between promotion and decision 4) There is a positive and significant relationship between school image and decision 5) Promotion and school image through interest have no significant effect on decisions. Researchers suggest that the unit can increase parents' interest in making decisions with creative promotions and build a positive school image.*

**Keywords:** *Promotion, school image, interest, decision*

**Abstrak:** *Penelitian untuk mengetahui hubungan Promosi, Image Sekolah Terhadap Keputusan Orang Tua dengan Variabel Intervening Minat. Penelitian dilakukan terhadap orang tua murid kelas 6 SD VL II. Variabel: Promosi, Image sekolah, Minat dan Keputusan orang tua. Desain penelitian kuantitatif deskriptif. Populasi penelitian orang tua murid kelas 6 sebanyak 115 orang. Sampel 90 orang, ujicoba 30 orang dengan teknik pengambilan sampel secara acak. Data melalui instrumen penelitian kuesioner skala Likert. Pengujian analisis menggunakan uji normalitas, linieritas dan uji jalur (path analysis). Hasil berdistribusi normal, hubungan variabel linear, serta terjadi hubungan secara langsung maupun tidak langsung. Hasil hipotesis: 1) Terdapat hubungan positif dan signifikan antara promosi dengan minat 2) Terdapat hubungan positif dan signifikan antara image sekolah dengan minat 3) Terdapat hubungan positif dan signifikan antara Promosi dan keputusan 4) Terdapat hubungan positif dan signifikan antara image sekolah dengan keputusan 5) Promosi dan image sekolah melalui minat tidak berpengaruh signifikan terhadap keputusan. Saran peneliti agar unit dapat meningkatkan minat orang tua untuk mengambil keputusan dengan promosi yang kreatif dan membangun image sekolah yang positif.*

**Kata kunci :** *Promosi, image sekolah, minat, keputusan*