

PENGARUH PROMOSI ONLINE, WORD OF MOUTH, DAN SCHOOL BRANDING TERHADAP KEPUTUSAN ORANG TUA SISWA MEMILIH SEKOLAH DI SMP STR CABANG BKS

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ABSTRAK

Abstract: *This study aims to analyze the effect of online promotion, word of mouth, and school branding on the decision of parents to choose SMP Str Branch BKS partially and simultaneously. The data tested in this study used primary data consisting of 84 respondents of prospective parents of students of SMP Str Branch BKS. The researcher used purposive sampling method, which is one of the non-probability sampling techniques. The research data is in the form of a questionnaire and the research was conducted during February – June 2022. The data were analyzed using quantitative methods that went through the stages of validity testing, reliability testing, classical assumption testing (normality test, multicollinearity, heteroscedasticity, linearity), and hypothesis testing through T test, F test, and coefficient of determination using the SPSS 20.00 program. The results in this study indicate that the variables of online promotion, word of mouth, and school branding have a positive and significant effect on the decision of parents to choose SMP Str Branch BKS.*

Keywords: *Online Promotion, Word of Mouth, School Branding, Parents' Decision to Choose a School in STR Junior High School BKS Branch.*

Abstrak: *Tujuan yang ingin dicapai dalam penelitian ini untuk menganalisa pengaruh dari promosi online, word of mouth, dan school branding terhadap keputusan orang tua siswa memilih SMP Str Cabang BKS secara parsial dan juga simultan. Data primer adalah data yang digunakan penelitian ini yang terdiri dari 84 responden calon orang tua siswa SMP Str Cabang BKS. Peneliti menggunakan metode purposive sampling. Data penelitian ini berbentuk kuesioner dan penelitian dilakukan selama bulan Februari – Juni tahun 2022. Data dianalisis dengan menggunakan metode kuantitatif yang melalui tahap uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, multikolinearitas, heteroskedastisitas, linearitas), dan uji hipotesis dengan melalui uji T, uji F, dan koefisien determinasi menggunakan program SPSS 20.00. Hasil penelitian ini membuktikan bahwa variabel promosi online, word of mouth, dan school branding berpengaruh positif dan juga signifikan terhadap keputusan orang tua siswa memilih SMP Str Cabang BKS.*

Kata Kunci: *Promosi Online, Word of Mouth, School Branding, Keputusan Orang Tua Memilih Sekolah di SMP Str Cabang BKS.*