

## **The Effect of Price and Place on Decision Making to Stay at the Entrepreneurs Student Boarding School Nurul Islam 2 Jember**

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### **Abstract**

It begins with the conflict of marketing of Islamic boarding schools (pesantren) around Jember city. The problem is from the marketing aspect used to customers in settled decision making. This research aims to 1) know how the marketing mix of education services price and place PPME Nuris 2 Jember, 2) to know how decision making settles in PPME Nuris 2 Jember, and 3) to test whether the marketing mix of price ( $X_1$ ) and place ( $X_2$ ) education services has a significant influence on decision making to settle in PPME Nuris 2 Jember. This research uses the quantitative method. So, data analysis uses multiple linear regression analysis using SPSS Version 16. The results showed that 1) The average marketing mix of category services strongly agreed with 49%, 2) decision-making on average category strongly agreed with 46%, dan 3) there is a significant influence of the marketing mix of price and place with the

results of the T-test partially priced  $0.12 < 0.05$  and place  $0.000 < 0.05$ . It means that the two variables have a partial effect, and the F test with a value of F-counting  $59,996 > F\text{-table } 3.07$  means that the two variables have a simultaneous effect on settled decision making.

Studi ini berawal dari konflik pemasaran pesantren di sekitar kota Jember. Permasalahannya adalah dari aspek pemasaran yang digunakan kepada pelanggan dalam pengambilan keputusan yang pasti. Penelitian ini bertujuan: 1) untuk mengetahui bagaimana bauran pemasaran harga dan tempat jasa pendidikan PPME Nuris 2 Jember, 2) untuk mengetahui bagaimana pengambilan keputusan yang terjadi di PPME Nuris 2 Jember, dan 3) untuk menguji apakah bauran pemasaran harga ( $X_1$ ) dan tempat ( $X_2$ ) pelayanan pendidikan memiliki pengaruh yang signifikan terhadap pengambilan keputusan untuk menetap di PPME Nuris 2 Jember. Penelitian ini menggunakan metode kuantitatif. Jadi, analisis data menggunakan analisis regresi linier berganda dengan bantuan SPSS Versi 16. Hasil penelitian menunjukkan bahwa 1) rata-rata bauran pemasaran kategori jasa sangat setuju sebesar 49%, 2) pengambilan keputusan ditetapkan pada kategori rata-rata sangat setuju sebesar 46%, dan 3) terdapat pengaruh yang signifikan bauran pemasaran harga dan tempat dengan hasil uji T secara parsial harga  $0,12 < 0,05$  dan tempat  $0,000 < 0,05$  artinya kedua variabel berpengaruh secara parsial, dan uji F dengan nilai F-hitung  $59,996 > F\text{-tabel } 3,07$  artinya kedua variabel berpengaruh secara simultan terhadap pengambilan keputusan menetap.

**Keywords:** marketing mix, price and place, settled decision making

## Introduction

Marketing was originally applied in the business world, but with the current globalization, educational institutions are now also using marketing to maintain their existence of educational institutions require a marketing strategy<sup>1</sup>. One of the marketing that occupies an urgent position is the marketing mix. According to

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<sup>1</sup> Syahril Labaso. "Penerapan Marketing Mix Sebagai Strategi Pemasaran Jasa Pendidikan di MAN 1 Yogyakarta." *MANAGERIA: Jurnal Manajemen Pendidikan Islam* 3, no. 2 (January 17, 2019): 289-311. <https://doi.org/10.14421/manageria.2018.32-05>.

Silviana, as quoted by Sahrial Labaso, the tool for marketers consists of various marketing variables, which need to be considered so that the marketing strategy and positioning that has been determined can run successfully, in accordance with what is needed previously planned. Some of these elements are in the form of 7p: product, price, place, physical evidence, people, promotion, and process.<sup>2</sup>

In line with current similar research themes, it has been seen that currently, more and more schools are competing with various kinds of marketing mix strategies that are being carried out. Amran said that SD Negeri 02 Bagan Kota had made the white and red uniforms free in July 2020 and the costs of extracurricular activities.<sup>3</sup> Not only that, but Muhajir Arifin also mentioned that one of the Islamic boarding schools located in Pasuruan City, namely the Al-Ikhlas cottage, Kedang Dukuh Village, Wonorejo District, has freed education fees since 2012, the free education costs starting from registration fees, building fees, tuition fees, uniforms, food to graduation fees. In addition, SMAN Halion, Barene Village, Central Malaka District, Malaka Regency, NTT, mentioned by Suara.com that the SMAN has freed registration fees for class X in 2021.<sup>4</sup>

The phenomenon shows that currently, educational institutions have used many ways to influence education customers. Institutions used methods such as eliminating uniforms, tuition, and registration fees. On the other hand, decision-making is a choice among various alternative options based on and on target in accordance with the expectations of the decision-maker.

The problem begins with how every school, like some previous examples, boarding houses, or educational institutions,

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<sup>2</sup> Syahrial Labaso. "Penerapan Marketing Mix".

<sup>3</sup> Amran. "SDN 002 Bagan Kota Gratiskan Seragam." Sumatra Times (blog), June 23, 2021. SDN 002 Bagan Kota Gratiskan Seragam - SumatraTimes

<sup>4</sup> Muhajir Arifin. "Sekolah di Ponpes ini, Seluruh Santri Tak Dipungut Biaya Sampai Lulus." *detik.com* (blog), June 23, 2021. Sekolah di Ponpes ini, Seluruh Santri Tak Dipungut Biaya Sampai Lulus (detik.com)

have to contend with each other to get new students or customers. They use all of the 7p elements or some of them to carry out the best item to be promoted and attract potential customers. They put their strength on show in the banners and social media; Facebook, YouTube, and Instagram. Most of them usually use price and place to promote their educational institution because most people think that both are more important than the others.

Islamic Boarding School Entrepreneur Nurul Islam 2 Jember uses marketing mix; price and place. Those two items are beneficial for the institution. The principal said that several female students had been interviewed about why they chose to live in the Islamic boarding school (pesantren). The reason was that this Islamic boarding school was close to the campus, so it was more to make it easier for students who do not have a vehicle. They may walk to campus for 5 minutes maximally. It is also close to a mini-market, copy-center, stationery store, food store, or other needs that they can quickly get.

Besides interviews of place, it was found that the determination of this indicator is based on the results of comparing costs in Islamic boarding schools with the average cost of boarding houses in the Jember area each month. Boarding School Entrepreneurship Nurul Islam 2 Jember every semester only requires tuition fees of 1,250,000. In contrast, compared to the average monthly boarding fee in the Jember area, the amount to be paid is 270,000. The total result of multiplying the cost of boarding fees to be paid in 6 months (one semester) is 1,620,000. So the researcher concludes that in the context of price, the costs that must be incurred for Islamic boarding schools are less than the cost of boarding houses. In contrast, in Islamic boarding schools, apart from getting facilities, and security, they also get a program of activities organized by the pesantren.

Some problems are the reason why research must be carried out, and some female students resigned from the pesantren. However, not a few female students choose to stay. This is the basis for the importance of this research to find out whether there is an

effect on the marketing mix of price and place for the decision to live. Besides, pesantren has an essential role in keeping religious or Islamic knowledge around the current century. In the next era, it is not only developed religious knowledge but also developed sciences according to the times. Pesantren, as an Islamic educational institution, has developed its form following the changing times and the impact of advances in science and technology. Thus, many pesantrens teach formal education and other technological sciences and added the name "Modern Islamic Boarding Schools." It is an institution that can be said to be a manifestation of the development process of the Islamic education system, which also requires innovation in education, not only in religious education but also in teaching formal education.

This research is relevant to Abdillah and Herawati.<sup>5</sup> They are examining the marketing mix on students' decisions in choosing entrepreneur-based schools, as well as Maulana and Rahayu<sup>6</sup> who focus more on the use of delivery services, as well as the study of themes researched by Suyono<sup>7</sup> Regarding choosing a Vocational High School, the private sector also wants to know the influence of the marketing mix on decision-making. The results of Abdillah and Herawati's previous study price and place marketing mix had no effect. At the same time, the research of Maulana, Rahayu, and Asyidatur showed that the price and place affected decision-making.

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<sup>5</sup> Wahyu Abdillah and Herawati, Andry. "Pengaruh Bauran Pemasaran (7p) terhadap Pengambilan Keputusan Siswa dalam Memilih Sekolah Berbasis Entrepreneur (Studi Pada SMA Muhammadiyah 9 Surabaya)" 2 (n.d.)

<sup>6</sup> Lucky Hikmat Maulana and Eka Rahayu. "Pengaruh Bauran Pemasaran terhadap Keputusan Konsumen Perusahaan Jasa Pengiriman Paket pada PT JNE Agen 012 Citeureup Kabupaten Bogor." *JURNAL VISIONIDA* 5, no. 1 (June 14, 2019): 69. <https://doi.org/10.30997/jvs.v5i1.1807>

<sup>7</sup> Suyono. "Optimalisasi Pemasaran dalam Mengembangkan Lembaga Pendidikan di Sekolah Dasar Islam Baitul Makmur Malang." *LEADERSHIP: Jurnal Mahasiswa Manajemen Pendidikan Islam* 2, no. 1 (January 15, 2021): 46. <https://doi.org/10.32478/leadership.v2i1.584>.

## Methods

The approach used in the research is quantitative because the research data is in the form of numbers, and the analysis uses statistics. While the type of research is associative, investigating questions the relationship between two or more variables. The population in this study was 160 female students of the Nurul Islam 2 Jember Entrepreneur Islamic Boarding School, and the sample was 114 students. Then, data collecting is using a questionnaire, and data analysis is using multiple linear regression analysis using SPSS Version 16.

## Result and Discussion

### The Marketing Mix of Educational Services, *price*, and *place* at the Islamic Boarding School for *Entrepreneur* Nurul Islam 2 Jember

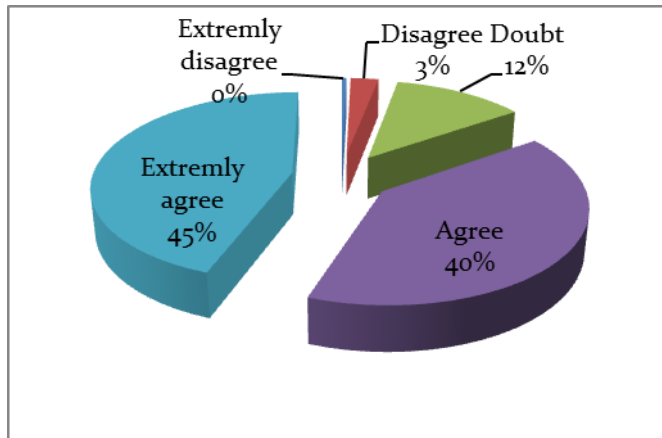
The marketing mix *price* with the strongly disagree category is 0%, the *price* with disagree category is 3%, the *price* in the doubtful category is 12% marketing mix *price* with the agree category is 40%, and the *price* with the strongly agree category is 45%. It means that customers are accepted to price dan place offered by *Entrepreneur* Nurul Islam 2 Jember. The results of the descriptive test can be seen in Figure 1.

Data Figure 1 presents that many customers who have lived in that *Entrepreneur* Nurul Islam 2 Jember and many potential customers who were going to live in believing and accept to marketing price and place which the management of *Entrepreneur* Nurul Islam 2 Jember boarding school.

The results of the descriptive test in Figure 1 are different from the test conducted.<sup>8</sup> This resulted in the price of educational services at SMK Muhammadiyah 3 Waleri being classified as "enough" to be considered by students in making decisions. In contrast, this study very well or strongly agrees.

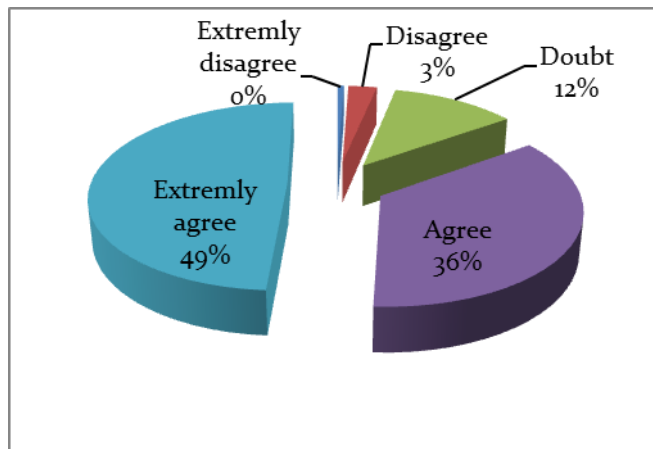
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<sup>8</sup> Zulfah Atiqotur Rohmah, "The Effect of Educational Products and Services on Decision Making in Choosing Schools at SMK Muhammadiyah 3 Waleri Kendal" (Semarang, Walisongo State University, 2019).



**Figure 1** Output Results of the Descriptive Test *Price*

Price marketing mix with 0% strongly disagrees category, the *place* with disagreeing category 3%, the *place* with doubtful category 12%, the *place* with agreeing category 36%, *place* with category strongly agree by 49%. The results of the descriptive test can be seen in Figure 2.

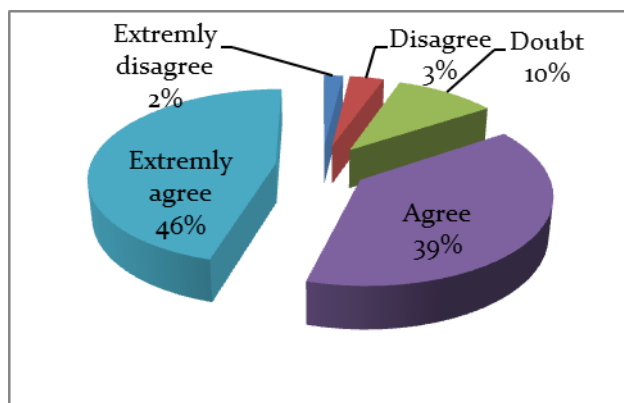


**Figure 2** Descriptive Test Output the *Place*

The results of the descriptive test in Figure 2 contradict the results of the descriptive test conducted by Rofik<sup>9</sup> Which resulted in agree or good category with a percentage of 88%, while the researchers here resulted in the strongly agree category.

### **Decision Making to Live in the Islamic Boarding School for *Entrepreneur Nurul Islam 2 Jember***

Decision Making to Live at *Entrepreneur Nurul Islam 2 Jember* with a strongly disagree category of 2%; the decision-maker resides in *Entrepreneur Nurul Islam 2 Jember* with a disagree category of 3%; the decision-maker resides in *Entrepreneur Nurul Islam 2 Jember* with a doubtful category of 10%; the decision-maker resides in *Entrepreneur Nurul Islam 2 Jember* with an agree category of 39%; the decision-maker resides in *Entrepreneur Nurul Islam 2 Jember* with the category of strongly agree by 46%. The results can be seen in Figure 3.



**Figure 3 Test Output Descriptive Analysis Decision Making**

It can be concluded that decision-making living in *Entrepreneur Nurul Islam 2 Jember* the average category strongly agrees with 46%, meaning that respondents, namely education

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<sup>9</sup>, "The Influence of Marketing Mix Factors on Students' Decisions to Choose Schools at SMP Islam al-Azhar 15 Cilacap" (Thesis, Purwokerto, IAIN Purwokerto, 2019).



service customers, strongly agree with the decision-making to live that has been done.

The data above means prospective tenants will choose a boarding school according to their financial capabilities. The suitability of the boarding school price with the facilities provided also affects the boarding school tenants in deciding to choose the boarding school. The more capable a person is in meeting his needs, the greater his desire to choose the best boarding school. Price is one of the determinants of consumers in determining a purchase decision on a product or service. Moreover, if the product or service to be purchased is a daily necessity, such as food, drink, and other basic needs, consumers will pay close attention to the price. Entrepreneurs need to pay attention to this because, in business competition, the prices offered by competitors can be lower by the same quality or even with better quality. So in determining the price of the product or service being sold, both large and small businesses must pay attention to consumers and their competitors.

Then, the boarding school that is easily accessible will attract many students, and the affordability of the location of a boarding house with various facilities and facilities will make it easier for students to carry out various activities. Then students will choose a boarding school close to campus and other public facilities. Selecting a location has a strategic function because it can determine the achievement of the objectives of the business entity. In establishing a company, location selection is very considered because location selection is an essential competitive factor in attracting consumers or customers. A location is where business activities are carried out, namely various company activities to make the products produced or sold affordable and available to the target market.

A location is called strategic if it is in the center of the city, population density, ease of reaching it regarding the ease of public transportation, smooth traffic, and its direction does not confuse consumers. An essential factor in developing a business is the

location of the location in urban areas, the way to achieve it, and the travel time from the location to the destination. Choosing a trading location is an important decision for a business that must persuade customers to come to the place of business to fulfill their needs. Location selection has a strategic function because it can help determine business entity goals.

The results of this study are different from the research conducted by Irawan<sup>10</sup> which resulted that students being "enough" in making decisions to choose schools. In contrast, the results of the descriptive test conducted by researchers showed that they strongly agreed.

### Marketing Mix on Educational Services *Price* and *Place* on Living Decision Making

Based on the calculation results with SPSS T statistical test, it is known that the value of Sig X<sub>1</sub> (*Price*) is  $0.012 < 0.05$ , and the value of t\_count for the variable *price* is  $2,559 > t_{table} 1,983$ . In conclusion, the *price* partially affects the decision to live in PPME Nuris 2 Jember. The output can be seen in Table 1 below.

**Table 1.** Partial Test Output

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	Constant	8.414	3.115		2.701	.008	
	PRICE	.282	.110	.283	2,559	.012	2.816
	PLACE	.119	.474	4.292	–	.000	–

Source: Result od SPSS

<sup>10</sup> Kotler, Philip, and Kevin Lane Keller. "Marketing Management." (Upper Saddle River, N.J.: Pearson Prentice Hall, 2009).

*The price* paid by consumers to educational institutions is to obtain the desired services. This study examines the theory of Wijaya, which reveals that the price of education based on the party who bears it consists of three aspects, namely private unit costs, public unit costs, and social unit costs. This research is more testing on individual units that must be issued by service consumers, such as tuition fees, books, books, and stationery.<sup>11</sup>

Table 1 shows that *price* affects the decision to settle down based on the statistical test. This finding was strengthened by Atik and Cepi<sup>12</sup> Variable *price* affected decision-making with the results of  $2,423 > 1,661$ . However, this study contradicts those who state that *price* does not affect decision-making, with the result of  $-0.715 < 1.672$ . While the value of Sig X2 (*Place*) in table 1 is  $0.000 < 0.05$ . It is also obtained that the *place* t-count is  $4,292 > t$ -table  $1,983$ , so it can be concluded that the *place* partially affects the Y variable (decision-making living).

Meanwhile, educational institutions are included in the category of non-profit organizations that do not seek profit from the consumer as companies but rather provide services in order to be able to provide satisfaction to consumers for long-term relationships and quality improvement.<sup>13</sup> Prices in the context of educational services are all costs incurred by students to obtain educational services and services in education. Price is an element that runs parallel to product quality. If the product is of good quality, prospective students are willing to pay higher as long as it is within reach of educational customers.

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<sup>11</sup> David Wijaya, *Marketing of Educational Services*, (Jakarta: Earth Literacy, 2016), 132.

<sup>12</sup> Atik Sri Kurnia and Cepi Safruddin Abdul Jabar, "Participatory Decision-Making Style of the Principals of Vocational High School in Lembah Gumanti District West Sumatra," *Jurnal Pendidikan Progresif* 10, no. 1 (2020): 105–16, <https://doi.org/10.23960/jpp.v10.i1.202012>.

<sup>13</sup> Al Fahri, Fauzan. "Influence of Program Marketing Mix, Price, Place, Promotion, People, Process, and Physical Evidence 7p Educational Services on the Decision of IAIN Jember Students in Choosing Al-Bidayah Islamic Boarding School for the 2020-2021 Student Year." (Thesis, Jember, IAIN Jember, 2021).

A *place* is where educational institutions are located. This study examines the theory of Kurniawati and Mokhlas, who argue that location indicators include reaching, transportation, and security.<sup>14</sup> Based on the results of statistical tests, it is known that *place* has a partial effect on decision making. This finding is strengthened by the results of Asyidatur's research with the acquisition of  $0.000 > 0.05$ , in contrast to the research conducted mixed *places* that do not affect decision making.

Places include coverage, transportation, and security; 1) Reach can be defined as the distance between the educational institution and the student's home. The location must be close to services used by customers, such as restaurants, shopping places, and others. The Islamic boarding school is the second home for female students who live in it, and a very urgent service for female students at Pondok Nuris 2 Jember is the campus. The location of the Nuris Islamic boarding school is close to campus making it easier for female students who want to go to campus because it saves costs and time, 2) Transportation, meaning that the location chosen by educational institutions should pay attention to transportation aspects. Is the location easily accessible by public and private transportation or not. Educational locations located in locations where access to locations are not easily accessible by public or private transportation results in consumer disinterest in institutions and 3) Security, a guarantee of safety for students to live quietly in educational institutions. Legal security also needs to be considered.<sup>15</sup>

In addition to the T-test in multiple linear regression analysis, there is also an F-test used to determine the *independent*

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<sup>14</sup> Endang Kurniawati and Mohklas Mohklas, "Analisis Pengaruh Marketing Mix terhadap Keputusan Pemilihan PTS yang Dimediasi Variabel Brand Image (Studi Pada Siswa SMAN di Kota Semarang)," *Fokus Ekonomi: Jurnal Ilmiah Ekonomi* 13, no. 2 (December 20, 2018): 257-79, <https://doi.org/10.34152/fe.13.2.257-279>.

<sup>15</sup> Hardianto, Zulkifli, and Hidayat. "Analysis of Principals' Decision-Making: A Literature Study." *AL-ISHLAH: Jurnal Pendidikan* 13, no. 3 (December 15, 2021): 2021-28. <https://doi.org/10.35445/alishlah.v13i3.1353>.

effect simultaneously. Based on the results of the SPSS F statistical test output can be seen in table 2.

**Table 2.** Results of the SPSS F statistical test output

ANOVA <sup>b</sup>						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1935,326	2	967,663	59,996	.000 <sup>a</sup>
	Residual	1790,297	111	16,129		
	Total	3725,623	113			
a. Predictors: (Constant), PLACE, PRICE						
b. Dependent Variable: DECISION						

Based on table 2, the sig value of 0.00 indicates that  $<0.05$  and the value of  $F_{hitung} 59.996 > F_{table} 3.07$ , which states that the *independent*  $X_1$  and  $X_2$  (*price* and *place*) have a simultaneous effect on the *dependent* Y (decision-making residence).

It means that proof of the assumption that has been stated can occur because the price is an essential factor in choosing a boarding house. In this research, price is considered when choosing a boarding house, meaning that the high and low prices affect student decisions in choosing a pesantren. The more affordable the price of the boarding house will increase the student's decision to choose the boarding house. On the other hand, the more unaffordable the price of the boarding house can reduce the student's decision in choosing. On the other hand, location is someone's consideration in deciding to choose. It means when strategic boarding location, close to campus or other access (Such as photocopy, laundry, restaurant) then you can improve student's decision to choose pesantren.

## Conclusion

Variables price and place average price 45% and place 49% Student Islamic Boarding School Entrepreneurial Nurul Islam 2 Jember are deciding to live at PPME Nuris 2 Jember. The average category strongly agrees with 46%. It means that respondents, namely education service customers, strongly agree with the decision-making to live that has been done. The value of Sig X<sub>1</sub> (Price) is  $0.012 < 0.05$ . While the value of Sig X<sub>2</sub> (Place) partially price and place affect the decision to live, based on the F test, the F-count value is  $59.996 > F\text{-table } 3.07$ , which means that the price and place have a simultaneous effect on the variable dependent, Y (decision making residence).

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