THE INFLUENCE OF PHYSICAL ENVIRONMENT, PROMOTION, AND PRICE PERCEPTION ON THE CHOOSE DECISION MEDIATION INTEREST RECOMMEND
(Study at Global Mandiri Vocational School in Tangerang City during the Covid 19 Pandemic)

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Abstract: This research has goal to know about the effect of the physical environment, promotion and price perceptions on the decision to choose as a mediating variable and interest in recommending. The sample in this research were all students at Global Mandiri vocational high school Pinang, Tangerang City, for the 2021 / 2022 academic year with total of 219 students. The data analysis performed was quantitative analysis expressed in numbers and the calculations used standard methods assisted by the Partial Least Square (PLS) Version 3.0 program. Data analysis used in this research is Structural Equation Modelling (SEM). The results showed that the physical environment had a significant positive effect on the decision to choose, while promotions had no effect on the decision to choose Physical environment, promotion, price perceptions have a significant positive effect on intention to recommend. Interest in recommending has positive effect on the decision to choose.

Keywords: Promotion, price perception, physical environment, choose decision, interest recommend.

1. Introduction

Revolution is a change caused by human activity in carrying out the demands of life. The process of this activity affects the education system that will be carried out, education must be able to equip students with the skills to find, conclude, convey and procedures for using information and technology (Sabaruddin, 2020). Education in the era of the industrial revolution 4.0 is seen as the development of three major competencies for the 21st century, namely the competence to think, act and live in the world. For this reason, an educational process is needed that is able to prepare students to be able to work where jobs do not currently exist, to be able to solve problems where problems do not currently arise and to be able to use current technology whose technology has not yet been found (Astin, 2019). Therefore, this is where the role of Vocational High Schools (SMK) is to be able to improve the quality of students in Indonesia so that the Role of Competency Certification is to improve Vocational Human Resources into quality Human Resources (HR) who are able to compete with developed countries at the ASEAN level and even World. The role of Vocational High Schools (SMK) can also reduce the high number of unemployed in Indonesia.

With high competition and many choices of schools, prospective students are required to be able to make the right choice which vocational high school is worth choosing by knowing the advantages possessed by the school. For this reason, schools must be able to offer the best programs with a clear and measurable vision and mission so that prospective students will be interested in choosing a school that suits their needs.

Table 1. Development of the Number of Students at Global Mandiri Vocational Schools and Competitor Vocational Schools

Global Mandiri Pinang Vocational School, Tangerang City, Banten is one of the many vocational high schools in Pinang District, where there are 9 public SMKs and 122 private SMKs in this city (Basic Data on Vocational Schools, 2022).

Table 1. Development of the Number of Students at Global Mandiri Vocational Schools and Competitor Schools

School year	Number of New Students (Person)	Number of Pharmacy Vocational School New Students (Person)	Number of Dharma Bakti Vocational School New Students (Person)	Number of Harapan Jaya Vocational School New Students (Person)
2018/2019	39 (17,8%)	30 (26,31%)	29 (28,43%)	35 (29,16%)
2019/2020	53 (24,2%)	29 (25,43%)	26 (25,49%)	30 (25%)
2020/2021	87 (39,72%)	28 (24,56%)	24 (23,52%)	28 (23,33%)
2021/2022	40 (18,26%)	27 (23,68%	23 (22,54%)	27 (22,5%)
Total	219	114	102	120

Based on a survey from the 2018/2019 school year to 2021/2022, it can be seen that the average percentage of students in one school at adjacent private vocational schools has decreased. However, at Global Mandiri Vocational High School, there has been an increase. This of course can be influenced by several factors.

Based on the results of a pre-survey conducted on 20 respondents at Global Mandiri Vocational School, several influencing variables were obtained such as price perceptions of 65%, facilities and infrastructure of 55%, and promotions of 85%. These three variables are also thought to influence the decision to choose education at SMK Global Mandiri by 75% and increase interest in recommending studying at SMK Global Mandiri to other respondents by 70%.

The description of the results of the pre-survey is in line with the results of several previous studies, such as those from Syamsul Hidayat and Eny Setyaningsih (2020), who stated that in their research, the analysis of the factors considered by students in making a decision to choose at SMK are physical factors, promotion and price. This is in line with the results of research from Fajrini Erinawati, Afriapollo Syafaruddin, (2021), explaining that the influence of service quality, price, and promotion is very significant in the decision to choose a school.

Based on the results of the pre-survey that has been conducted and several previous studies, the authors conducted this research with the aim of looking at the effect of several variables such as the Physical Environment, Perceived Price, and Promotion on the Decision to Choose and Interest in Recommending Education at SMK Global Mandiri.

2. Literature review

2.1. Interests Recommend

Interest in recommending is usually known as Word of Mouth. According to Kiki (2018) Word of Mouth is word of mouth communication about views or ratings of a product or service, both individually and in groups that aim to provide personal information. Word of Mouth is a strategy that is very effective in influencing consumer decisions in using products or services and Word of Mouth can build customer trust. According to Kotler and Keller (2009: 512), Word of Mouth is a marketing activity through person-to-person intermediaries either orally, in writing, or via electronic communication devices connected to the internet based on experience of a product or service. When viewed from the definition above, Word of Mouth can be interpreted in general as an activity of providing information on the assessment or views of a product or service to those closest to us whether the product or service is suitable for consumption or not for other potential customers.

2.2. Choosing Decision and Purchasing Decision

According to Anzhizan (2004), decision making is the result of making choices from several alternatives, this is done to achieve the desired goal. In this case, namely decision making in choosing education. Meanwhile, according to (Chen & Zimitat, 2006), educational selection decisions can be regarded as a form of consumer behavior. In this case, prospective students as consumers and schools or places of education are the goods and

services offered. In relation to consumer behavior, the decision to choose is closely related to the purchase decision. According to Kotler and Armstrong (2016: 177) defining purchasing decisions is part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. Based on this definition, researchers understand that buying decisions are consumer decisions in choosing, buying and using goods or services that are influenced by the environment and certain factors.

2.3. Physical Environment

The physical environment (physical evidence) is a real thing that also influences consumer decisions to buy and use the products or services offered. The physical environment provides a special opportunity for companies to send strong and consistent messages regarding what the company wants to achieve, given to the target market segment, as well as messages regarding the characteristics of the services it has (Lupiyoadi, 2018). In the world of education, Asmani (2011) states that the physical environment is the environment around which students learn, in the form of physical facilities, both within the school and around the school, including the community.
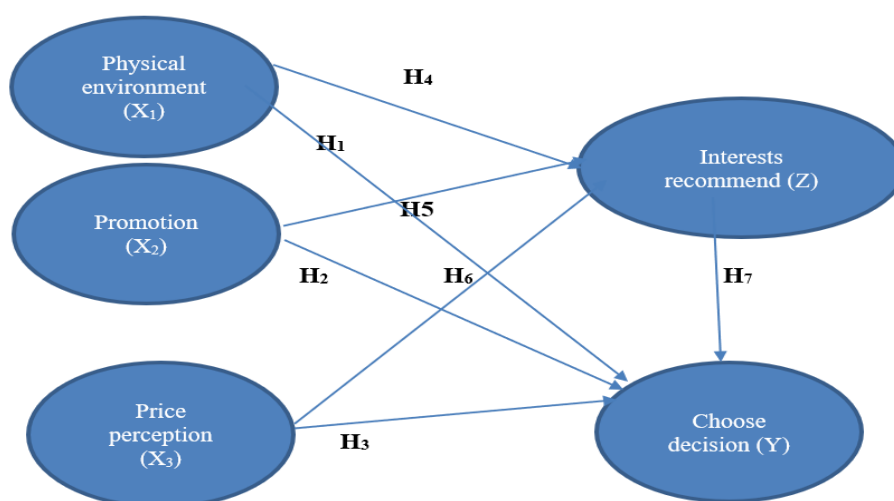
2.4. Promotion

According to Kotler and Keller (2013), promotion or marketing communication is a means by which companies try to inform, persuade, and remind consumers, directly or indirectly, about the brands being sold. The definition of promotion according to Laksana (2013) is a form of communication from sellers and buyers originating from the right information that aims to change the attitude and behavior of buyers who previously did not know to become familiar, so that they become buyers and still remember these products and services.

2.5. Price Perception

Price according to Kotler (2012) is the amount of money charged for a product or service. More broadly, price is the total value that consumers exchange for the benefits of ownership of a product or service. Hurriyati (2015: 152) states that price has an important role in the decision-making process, namely the role of price allocation is to help buyers decide how to obtain the highest expected benefit or utility based on their purchasing power.

3. Thinking Framework and Hypotheses

Based on the formulation of the problem that has been prepared and several supporting theories in this study, the authors create a framework of thought as follows:

Picture 1. Thinking Framework

3.1. Hypothesis

H1 : There is a positive and significant effect of the physical environment on the decision to choose
H2 : There is a positive and significant influence of promotion on the decision to choose
H3 : There is a positive and significant influence of perceived price on the decision to choose
H4 : There is a positive and significant effect of the physical environment on the interest in recommending
H5 : There is a positive and significant effect of promotion on the intention to recommend
H6 : There is a positive and significant influence of perceived price on interest in recommending
H7 : There is a positive and significant influence of interest in recommending the decision to choose

4. Research Methods

4.1. Research design

The method to be used in this study is a quantitative method. According to (Sugiyono, 2016) the quantitative research method can be interpreted as a research method based on the philosophy of positivism, for sampling is generally done randomly, data collection uses research instruments, data analysis is quantitative with the aim of testing established hypotheses. Research Design This research design uses a causal analysis method. Causal analysis is a relationship that has a causal nature. This analysis is used to determine one or several variables that influence each other. In this study, the causal method was used to determine whether or not there was an influence between the independent variables, namely physical education, promotions and price perceptions, mediating variables on the dependent variable, namely the decision to choose and interest in recommending choosing Education at SMK Global Mandiri.

4.2. Population and Research Sample

4.2.1. Population

The population used is all individuals who choose education at Global Mandiri Vocational School and live in the Tangerang City area, totaling 219 students.

4.2.2. Research Sample

The sampling technique used in this study is saturated sampling which is included in non-probability sampling. According to Sugiyono (2012: 85), saturated sampling is a sampling technique when all members of the population are used as samples. Based on this, the sample used was 219 students. The age of the respondents who can fill out this questionnaire is under the age of 20. The student respondents are 113 people, while the female respondents are 106 people.

4.3. Analysis Method

Data analysis in this study used SmartPLS version 3.0 through the following stages:

1. Outer Model Evaluation (Measurement Model)

The outer model is often also called (outer relation or measurement model) defines how each indicator block relates to its latent variables. The validity test is carried out on the outer model through several tests, namely:

a. Convergent Validity
b. Discriminant Validity
c. Uji Reliabilitas menggunakan Composite Realibility dan Chronbach Alpha.
d. Uji Average Variance Extracted (Ave)

2. Evaluation of Inner model or Structural Model

Inner model testing is a concept-based model development in order to analyze the relationship between exogenous and endogenous variables that have been described in a conceptual framework.

a. Uji R Square
b. Uji Q square
c. Hypothesis Testing (Path Coefficient Estimation)

5. Results and Discussion

5.1. SEM analysis with SmartPLS

5.1.1. Outer Model Evaluation (Measurement Model)

5.1.1.1. Convergent Validity Test

The first stage assesses the convergent validity criteria. An indicator is said to have good validity if it has a loading factor value greater than 0.70. Meanwhile, a loading factor of 0.50 to 0.60 can still be maintained for models that are still in the development stage (Ghozali, 2014:39). Based on the estimation results using the help of the SmartPLS 3.0 program application, the following output is obtained.

Table 2. Factor Loading Test Results

	CHOOSE DECISION	PHYSICAL ENVIRONMENT	INTERESTS RECOMMEND	PRICE PERCEPTION	PROMOTION
KP1	0,828	0,684	0,666	0,687	0,627
KP10	0,776	0,677	0,723	0,739	0,650
KP2	0,801	0,633	0,607	0,662	0,629
KP3	0,859	0,782	0,761	0,745	0,668
KP4	0,867	0,694	0,695	0,746	0,660
KP6	0,858	0,690	0,712	0,804	0,685
LF1	0,674	0,860	0,644	0,689	0,667
LF2	0,738	0,893	0,756	0,710	0,679
LF5	0,779	0,775	0,717	0,668	0,634
LF8	0,683	0,882	0,703	0,679	0,701
LF9	0,713	0,898	0,755	0,731	0,686
NM10	0,678	0,704	0,854	0,657	0,742
NM3	0,697	0,726	0,874	0,709	0,704
NM6	0,768	0,668	0,832	0,709	0,626
NM7	0,717	0,749	0,861	0,741	0,737
PH1	0,745	0,662	0,667	0,888	0,663
PH2	0,773	0,722	0,747	0,882	0,699
PH3	0,789	0,748	0,745	0,884	0,737
PH4	0,772	0,739	0,740	0,895	0,775
PH6	0,813	0,699	0,741	0,877	0,697
PRO10	0,552	0,595	0,552	0,613	0,835
PRO5	0,599	0,626	0,571	0,624	0,859
PRO8	0,671	0,677	0,789	0,668	0,820
PRO9	0,759	0,690	0,769	0,763	0,829

Based on the table above it appears that all loading factors have a value above 0.50. Thus, it can be concluded that the construct has good convergent validity. The cross loading values presented in the table above also show good discriminant validity, where the indicator correlation value with the construct is higher than the indicator correlation value with other constructs (Ghozali, 2014: 39). This is indicated by the green color in the coefficient values presented in the output table of the SmartPLS program application above.

5.1.1.2 Discriminant Validity Test

Discriminant validity testing is then carried out by looking at the Fornell-Larcker Criterion value for each variable. The following presents the square root value of AVE for each variable:

Table 3. Discriminant Validity Test Results (Fornell-Larcker Criterion)

	CHOOSE DECISION	PHYSICAL ENVIRONMENT	INTERESTS RECOMMEND	PRICE PERCEPTION	PROMOTION
CHOOSE DECISION	0,832				
PHYSICAL ENVIRONMENT	0,815	0,863			
INTERESTS RECOMMEND	0,810	0,833	0,855		
PRICE PERCEPTION	0,802	0,808	0,824	0,885	
PROMOTION	0,786	0,781	0,821	0,808	0,836

5.1.1.3 Reliability test using Composite Reliability and Cronbach Alpha

The next stage assessed the criteria for Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). Each construct is said to be reliable if it has Cronbach's Alpha and Composite Reliability which is greater than 0.70, while the AVE value is expected to be greater than 0.50 (Ghozali, 2014:40). Based on the following table it can be seen that all constructs have Cronbach's Alpha and Composite Reliability values greater than 0.70.

Table 4. Reliability Test With Composite Reliability and Cronbach Alpha

	Cronbach's Alpha	Reliabilitas Komposit	Information
CHOOSE DECISION	0,911	0,931	Reliable
PHYSICAL ENVIRONMENT	0,913	0,936	Reliable
INTERESTS RECOMMEND	0,878	0,916	Reliable
PRICE PERCEPTION	0,931	0,948	Reliable
PROMOTION	0,858	0,903	Reliable

5.1.1.4 AverageVariance Extracted (Ave) Test

Another test is to assess the validity of the construct by looking at the AVE value, a good model is required if the AVE of each other construct is greater than 0.5 (Ghozali, 2014).

Table 5. Average Variance Extracted (AVE) Test Results

CONSTRUCT	AVE
CHOOSE DECISION	0,692

PHYSICAL ENVIRONMENT	0,744
INTERESTS RECOMMEND	0,732
PRICE PERCEPTION	0,783
PROMOTION	0,699

The AVE output results show that the AVE value for both the physical environment construct, price perception, promotion, decision to choose and interest in recommending has an AVE value greater than 0.50. So the AVE value for all constructs is good.

5.1.2 Evaluation of the Inner Model (Structural Model)

5.1.2.1 R Square Test

In assessing the structural model with PLS, it begins by looking at the R-Square value for each endogenous latent variable as the predictive power of the structural model. The inner model, namely the specification of the relationship between latent variables (structural model), also known as the inner relation, shows the relationship between latent variables based on the substantive theory of the research. The R2 result is 0.67; 0.33; and 0.19; indicates that the model is "Good", "Moderate", "Weak" (Ghozali, 2014).

Table 6. R Square Test Result

	R Square	Adjusted R Square
CHOOSE DECISION	0,831	0,827
INTERESTS RECOMMEND	0,788	0,785

Based on the results, R square is 0.831 or 83.1%. This shows that the diversity of physical environment variables, price perceptions, promotions, and interest in recommending can influence the decision to choose by 83.1%. The R Square results of interest recommend 0.788 or 78.8%. Where is the physical environment, perceived price, promotion can affect the intention to recommend by 78.8%.

5.1.2.2 Q square Test

By using the information on the R2 value that has been described, then the predictive relevance test is carried out with the following results:

Table 7. Q square Test

	SSO	SSE	Q² (=1-SSE/SSO)
CHOOSE DECISION	1314,000	571,319	0,565
PHYSICAL ENVIRONMENT	1095,000	1095,000	
INTEREST RECOMMEND	876,000	380,810	0,565
PRICE PERCEPTION	1095,000	1095,000	
PROMOTION	876,000	876,000	

Based on the table above, the predictive relevance results obtained by Q square show a value of more than 0 (zero), thus indicating that the model has fairly good predictive relevance.

5.1.3 Hypothesis Test

The results of this test will show significant results as seen from the results of the Original Sample, probability values and t-statistics. For the probability value, the p-value with an alpha of 5%. Tests are carried out with the limits according to table t. The t-table value for alpha 5% uses one tail 1.645 for those using direct variables.

Meanwhile, the variables that use mediation variables use two tails 1.96. to accept the proposed hypothesis is more than 1.645 for the direct variable and 1.96 for the mediating variable with t table significance of 5%.

Table 8. Hypothesis Test Results

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistic (|O/STDEV|)	P Values	Hypothesis
PHYSICAL ENVIRONMENT -> CHOOSE DECISION	0,248	0,243	0,063	3,958	**0,000**	Accepted
PHYSICAL ENVIRONMENT -> INTERESTS RECOMMEND	0,366	0,361	0,088	4,153	**0,000**	Accepted
INTERESTS RECOMMEND -> CHOOSE DECISION	0,202	0,201	0,072	2,787	**0,006**	Accepted
PRICE PERCEPTION -> CHOOSE DECISION	0,488	0,496	0,068	7,153	**0,000**	Accepted
PRICE PERCEPTION -> INTERESTS RECOMMEND	0,277	0,277	0,068	4,057	**0,000**	Accepted
PROMOTION -> CHOOSE DECISION	0,032	0,029	0,072	0,443	**0,658**	Rejected
PROMOTION -> INTERESTS RECOMMEND	0,311	0,317	0,062	5,011	**0,000**	Accepted

In sub structure I, the variables Physical environment (X1), Promotion (X2), and Perceived Price (X3) are seen for their influence on the Voting Decision variable (Z) as follows:

1. H1 - The physical environment has a positive and significant effect on the decision to vote.
2. H2 - Promotion has no positive and significant effect on the decision to vote.
3. H3 - Perceived price has a positive and significant effect on the decision to choose.

In sub-structure 2, the variables Physical environment (X1), Promotion (X2), and Perceived Price (X3) are seen for their influence on the variable Interest recommends (Y) as follows:

4. H4 - The physical environment has a positive and significant effect on the intention to recommend.
5. H5 - Promotion has a positive and significant effect on Intention to recommend.
6. H6 - Perceived price has a positive and significant effect on Intention to Recommend.

In the 7th hypothesis, we can see the influence of Interest in Recommending (Y) on the Voting Decision variable (Z) with the following conclusions:

7. H7 - Interest in recommending a positive and significant effect on the decision to choose.

5.2 Discussion

Based on the results of the PLS (Partial Least Square) analysis, this section will discuss the calculations that have been carried out. This study aims to determine the effect of the physical environment, promotion, and perceived price on the decision to choose mediated by interest in recommending. The following shows the effect of each

variable on other variables.

5.2.1. The Effect of the Physical Environment on the Choose Decision

The results of parameter estimation and hypothesis testing that have been carried out in the previous sub-chapter show that the T-statistic value of the physical environment influences the decision to choose by 3.958 with a p-value of 0.000 which is <0.05. This can be interpreted that the physical environment has a positive and significant effect on the decision to choose.

These results are in line with research conducted by Eko Andrianto, et.al. (2017) with the title "The Effect of Perceived Price, Promotion Mix and Physical Environment on Voting Interest (Case Study at Muhammadiyah Palembang High School)" which revealed that perceived price, promotion and physical environment had a significant effect on voting decisions.

5.2.2. The Effect of Promotion on Choose Decision

The results of parameter estimation and hypothesis testing that have been carried out in the previous sub-chapter show that the T-statistic Promotion value has no effect on the Voting Decision of 0.443 with a p-value of 0.658 which is <0.05. This can be interpreted that the promotion has no effect on the decision to choose.

These results differ from research conducted by Ayu Puspa and Lestiyadi (2020) with the title "The Influence of Service Quality and Promotion on Students Choosing Schools at SUMUT Model Student Vocational Schools" which reveals that service quality and promotion simultaneously (simultaneously) have a significant effect on the decision to choose.

The results of this study can occur in this way because it is possible that promotions carried out by the school have not fully reached prospective students or parents of students, so that prospective students or parents of students do not make promotion a major factor in choosing education at SMK Global Mandiri.

Besides that, there could be other factors that cause school promotions not to arrive. One of them is as in Dudi Permana's research (2012) where competitors offer products at certain prices that are more competitive with service quality that is not much different so that a new strategy is needed to improve service according to the price or promotion offered.

5.2.3. The Effect of Price Perceptions on Choose Decisions

The results of parameter estimation and hypothesis testing that have been carried out in the previous sub-chapter show that the T-statistic value of Price Perceptions influences the Choice Decision of 7.153 with a p-value of 0.000 which is <0.05. This can be interpreted that the perceived price has a positive and significant effect on the decision to choose.

These results are in line with research conducted by Eko Andrianto and Mudzi Sabar (2017) with the title "The Effect of Perceived Price, Promotion Mix and Physical Environment on Voting Interest (Case Study at Muhammadiyah Palembang High School)" which revealed that perceptions of price, promotion and physical environment have a significant effect on voting decisions.

5.2.4. The Effect of the Physical Environment on Interest in Recommending

The results of parameter estimation and hypothesis testing that have been carried out in the previous sub-chapter show that the T-statistic value of the Physical Environment has an effect on Interest in Recommending by 4.153 with a p-value of 0.000 where <0.05. This shows that the physical environment has a positive and significant effect on the intention to recommend.

These results are in line with research conducted by Ahmad Fadli (2020) entitled "The Influence of Location and Educational Facilities on the Decision to Choose a School at Exemplary Private Vocational Schools" revealed that

the results of partial testing of the location variable had a significant effect on the decision to choose.

5.2.5. The Effect of Promotion on Interest in Recommending

The results of parameter estimation and hypothesis testing that have been carried out in the previous sub-chapter show that the value of the T-statistic Promotion has an effect on Interest in Recommending by 5.011 with a p-value of 0.000 where <0.005. This shows that promotion has a positive and significant effect on the intention to recommend.

These results are in line with research conducted by Ayu Puspa Lestiyadi, Kartika Sari Dewi, Tutri Indraswari (2020) with the title "The Influence of Service Quality and Promotion on Students' Decisions to Choose SMK Bina Harapan Ciseeng, Bogor" which says that "Quality of service and promotion together -sama (simultaneously) has a significant effect on the students' decision to choose Bina Harapan Ciseeng Vocational School.

5.2.6. The Effect of Perceived Price on Interest to Recommending

The results of parameter estimation and hypothesis testing that have been carried out in the previous sub-chapter show that the T-statistic value of Price Perception has an effect on Intention to Recommend by 4.057 with a p-value of 0.000 where <0.05. This shows that the perceived price has a positive and significant effect on the intention to recommend.

These results are in line with research conducted by Ahyani and Siti Nurhasanah (2020) entitled "The Influence of the Physical Environment, Promotion, and Prices on Guardians' Decisions in Determining Children's Education at Cendekia Bangsa Vocational School," which states that price has a negative and significant influence on parents' decisions in determining children's education at Cendekia Bangsa Vocational School.

5.2.7. The Effect of Recommending Interests on Choose Decisions

The results of parameter estimation and hypothesis testing that have been carried out in the previous sub-chapter show that the T-statistic value of Interest in Recommending has a positive effect on Voting Decisions of 2.787 with a p-value of 0.006 where <0.05. This shows that Interest in Recommending has a significant positive effect on Voting Decisions.

These results are in line with research by Hafizh Akbar, Megawati Simanjuntak, and Yudha Heryawan Asnawi (2022) with the title "The Influence of Election Decisions in Integrated Islamic Schools on Satisfaction and Positive Word of Mouth". In this study, it was stated that the election decision indirectly had a significant effect on the positive word of mouth of parents who had decided to choose a school and would do positive word of mouth to other people they knew.

6. Conclusions and Recommendations

6.1. Conclusions

This research was conducted to determine the effect of the physical environment, promotion, and price perceptions on the decision to choose in the mediation of interest in recommending (Study at SMK Global Mandiri, Tangerang City). Based on the results of testing the research hypothesis with the Structural Equation Modeling (SEM) data analysis technique that has been carried out, there are several conclusions that will be able to answer the objectives of this study, so the conclusions that can be drawn are as follows:

1. The physical environment has a significant positive effect on the decision to choose education. This means that the physical environment on the decision to choose is one of the influencing factors for respondents in determining the decision to choose education.
2. Promotion has no effect on the decision to choose education. This means that promotion of the decision to choose is not one of the influencing factors for respondents in determining the decision to choose education.
3. Perceived price has a significant positive effect on the decision to choose education. Based on this, the

perception of price on the decision to choose is one of the main factors that influence respondents in determining the decision to choose education.

4. The physical environment has a significant positive effect on the intention to recommend. Based on this, the physical environment is one of the main factors for respondents in determining interest in recommending an education.

5. Promotion has a significant positive effect on interest in recommending. This means that promotion is one of the main factors for respondents in determining interest in recommending an education.

6. Perceived price has a significant positive effect on the intention to recommend an education. Based on this, the perception of price is one of the main factors for respondents and determines the interest in recommending an education.

7. Interest in recommending a significant positive effect on the decision to choose. This means that an interest in recommending a particular education can be a significant factor for other respondents in determining the decision to choose an education.

6.2. Recommendations

Based on the results of the research conducted in this study, the suggestions that can be submitted are as follows:

1. Based on the respondents' answers, it is known that the physical environment variable has the smallest average in "plants and green plants in the school environment". Therefore, the school should need to increase the tidiness of the plants in the school garden so that it is beautiful to look at.

2. Based on the respondents' answers, it is known that the price perception variable has the smallest average at "school fees that are still affordable". Therefore, the school should need to readjust school fees so that they are more accessible to the community.

3. Based on the respondents' answers to the variable decision to choose, it is known to have the smallest average on "ease of registration with several registration waves" and on "a school has been accredited and has become a pilot". Based on this, the school can increase the ease of registration by opening it up into several batches, as well as increasing the level of accreditation and school achievement.

4. Based on the respondents' answers to the variable interest in recommending, the smallest average is obtained on the point "will tell positive things about school". Based on this, the school can further improve all the facilities and quality of the school so that respondents can assess the positive image of the school and are expected to be able to tell positive things about the school to other respondents.

5. Suggestions for further research, should add other variables, or replace other independent variables that influence the decision to choose so that research results can vary and should use other analytical tools, so as to enrich research results.

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