

THE IMPACT OF COSTS AND SCHOOL ENVIRONMENT AGAINST THE DECISION TO CHOOSE SCHOOLS THROUGH SCHOOL IMAGE

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Abstract: This study aims to analyze and test empirically: the effect of costs and the school environment on the decision to choose a school through the school's image at Insan Cendekia Mandiri Junior High School, Sidoarjo. This research uses a quantitative approach with the type of causality research. The population in this study were 295 parents of students, with a total sample of 75 people who were taken by accidental sampling. The data analysis technique was performed using inferential statistics consisting of path analysis, classical assumption test, model feasibility test and hypothesis testing. The results showed that first, school fees have a significant effect on the decision to choose a school at SMP Insan Cendekia Mandiri Sarirogo Sidoarjo. Second, the school environment has a significant effect on the decision to choose a school at Insan Cendekia Mandiri Middle School, Sidoarjo. Third, school fees have no significant effect on the decision to choose a school through the image of the school at Insan Cendekia Mandiri Junior High School, Sidoarjo. And fourth, the school environment has no significant effect on the decision to choose a school through the image of the school at Insan Cendekia Mandiri Junior High School, Sidoarjo.

Keywords: Cost, school environment, school image, the decision
