



Jakarta, April 16, 2022

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To:

Dr. Melitina Tecualu, S.E., M.M., CFP
Universitas Kristen Krida Wacana

On behalf of Editorial Team **Jurnal Manajemen dan Pemasaran Jasa**, we would like to express highest appreciation for your paper submission ID 10719 “THE EFFECT OF EDUCATION QUALITY, PRICE, PROMOTION STRATEGY, HUMAN RESOURCES QUALITY AND FACILITIES IN MEDIATION BY SCHOOL REPUTATION ON THE DECISIONS OF PROSPECTIVE STUDENTS IN CHOOSING HIGH SCHOOL IN THE BEKASI REGION” that we have received.

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This article will be published in Vol. 15, No. 1 (Maret) 2022. While waiting for further information, you can also contact Mrs. Wahyuni at wahyuni.rusliyana@trisakti.ac.id or +6281314597140.

Kindly regards,
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Title THE EFFECT OF EDUCATION QUALITY, PRICE, PROMOTION STRATEGY, HUMAN RESOURCES QUALITY AND FACILITIES IN MEDIATION BY SCHOOL REPUTATION ON THE DECISIONS OF PROSPECTIVE STUDENTS IN CHOOSING HIGH SCHOOL IN THE BEKASI REGION
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TITLE AND ABSTRACT

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Abstract Education is an important thing that every human being must have to survive. Education has an important role in increasing human added value in everyday life. The better the quality of education in a country, the more advanced the people in that country will be. A good education is influenced by several things such as the quality of education, the quality of human resources and also the facilities provided. This study aims to analyze the effect of education quality, price, promotion strategy, quality of human resources, and facilities mediated by reputation on prospective students' decision to choose a high school in the Bekasi area. The research technique used is a non-probability sampling technique, namely purposive sampling, obtained by respondents as many as 170 prospective high school students in the Bekasi area. The analysis in this study uses SmartPLS tools. The results obtained from this study are the quality of education, promotion strategies, the quality of human resources and facilities mediated by reputation have a positive effect on prospective students' decision to choose a high school in Bekasi. In contrast, the price mediated by reputation does not affect prospective students' decision in choosing a high school in Bekasi.
Keywords: Education Quality; Human Resource Quality; Price; Promotion Strategy; Purchasing Decision; Reputation.

INDEXING

Academic discipline and sub-disciplines Management and Marketing
Keywords Education Quality; Human Resource Quality; Price; Promotion Strategy; Purchasing Decision; Reputation.
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