

Jakarta, April 16, 2022

Number: 045/LoA/LPFEB-USAKTI/IV/2022

Subject : Letter of Acceptance

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.

Your paper is in a process, and the editor recommendation below:

- a. Accept Submission
- b. Revision Required
- c. Resubmit for Review
- d. Resubmit Elsewhere
- e. Decline Submission
- f. See Comments

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, Editor in Chief

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#10719 Summary

SUMMARY

SUBMISSION

Authors MELITINA TECOALU

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 Title

Original file 10719-33357-1-SM.DOCX 2021-10-12

10719-33358-1-SP.PDF 2021-10-12 ADD A SUPPLEMENTARY FILE Supp. files

Submitter Dr MELITINA TECOALU THE Date submitted October 12, 2021 - 01:52 PM

Articles Section

Robert Kristaung ⁽¹¹⁾

STATUS

Status In Review 2021-10-12 Initiated Last modified

SUBMISSION METADATA

EDIT METADATA

AUTHORS

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TITLE AND ABSTRACT

THE EFFECT OF EDUCATION QUALITY, PRICE, PROMOTION STRATEGY, HUMAN RESOURCES OUALITY AND FACILITIES IN MEDIATION BY SCHOOL REPUTATION ON THE DECISIONS OF

PROSPECTIVE STUDENTS IN CHOOSING HIGH SCHOOL IN THE BEKASI REGION

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 samplion technique panely suppositive samplion, obtained by 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 Rekasi.

school in Bekasi.

Keywords: Education Quality; Human Resource Quality; Price; Promotion Strategy; Purchashing

Decision: Reputation

INDEXING

Academic discipline Management and Marketing

and sub-disciplines Keywords

Education Quality; Human Resource Quality; Price; Promotion Strategy; Purchashing Decision;

SUPPORTING AGENCIES

Faculty of Economics and Business (Krida Wacana Christian University, Jakarta)

REFERENCES











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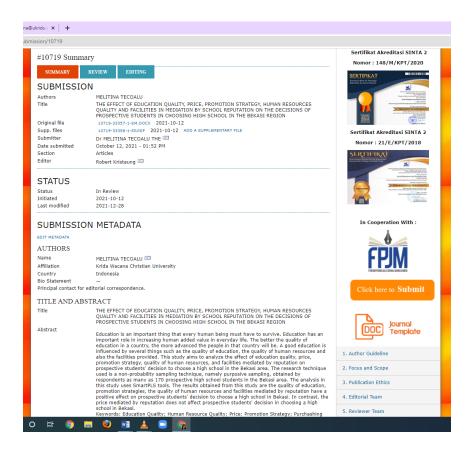
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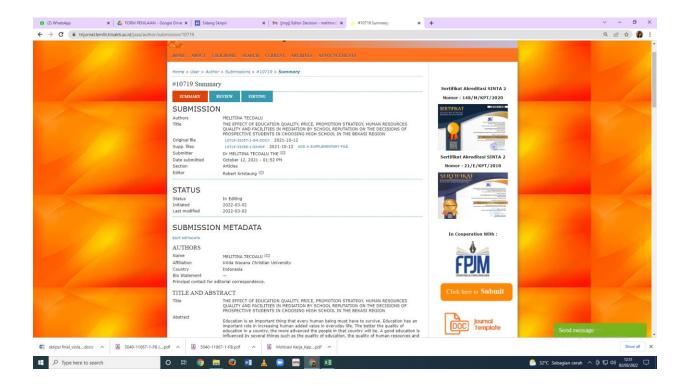


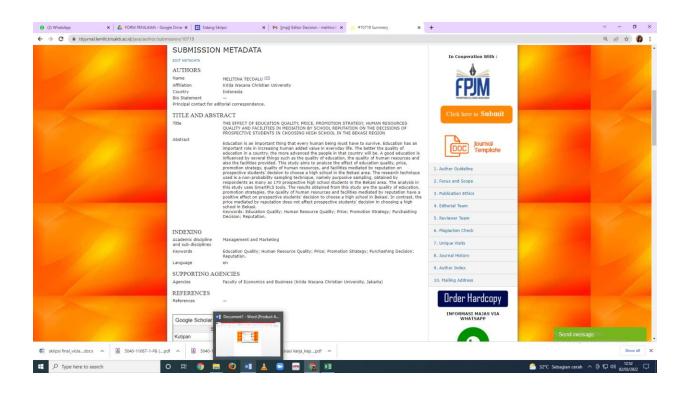


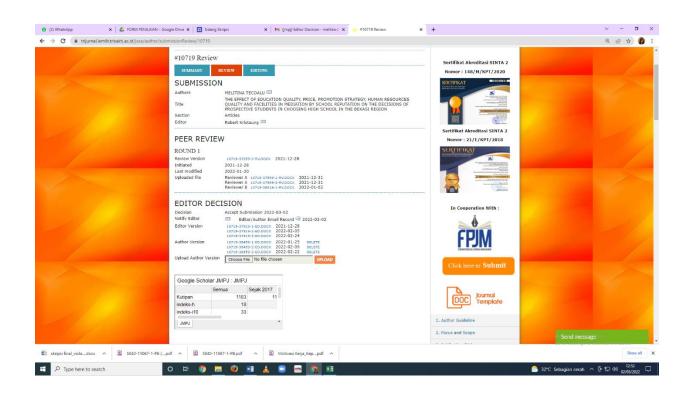
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Robert Kristaung 🖾 Editor

PEER REVIEW

ROUND 1

Review Version 10719-33359-2-RV.DOCX 2021-12-28

Initiated 2021-12-28 Last modified

Reviewer A 10719-37999-1-RVDOCX 2021-12-31 Reviewer A 10719-37999-2-RVDOCX 2021-12-31 Reviewer B 10719-38016-1-RVDOCX 2022-01-02 Uploaded file

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Notify Editor ■ Editor/Author Email Record ¬No Comments

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