The Exploration of People, Price, Place, dan Promotional Techniques on Parents' Decision to Enroll Globe National Plus Batam School: Findings from Explanatory Sequential Design

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Abstract. Private educational institutions, particularly private schools, contribute significantly to effective learning processes and produce graduates meeting user standards through their sustainability and development. The input aspect is empirically the most crucial for the effectiveness of a school's process and output. To achieve a balanced input, schools must offer diverse programs and promotional systems to attract parents to enroll their children. This study investigates how people, price, place, and promotional strategies influence parents' decisions to select Globe National Plus Batam School for their children's education. It also examines the combined effect of these variables on parental choices. To accomplish these research objectives, a mixed-method approach with an Explanatory Sequential Design was employed. Quantitative data was collected through questionnaires from 250 parents, selected using random sampling. Qualitative data was gathered through closed interviews. The research data underwent stages of collection, reduction, presentation, verification, and conclusion. Multiple linear regression and statistical hypothesis testing were used for data analysis. The study's findings reveal that people, price, place, and promotion significantly impact parents' decisions. These results provide valuable insights for private schools to maintain their competitiveness against public schools in Batam City when recruiting new students. By confirming that input people, price, place, promotion significantly predicts parents' decisions, the research reinforces the importance of input factors as foundational elements for effective school processes and outcomes, supporting and enriching the input-process-output paradigm in educational management literature. Furthermore, this research lays the groundwork for future studies to explore potential reciprocal relationships among the independent variables and identify other factors that may have a stronger influence on parents' decisions to enroll their children at Globe National Plus School Batam.

Keywords: Exploration, Place, Price, Promotion, Parents' Decision.

1   Introduction

Batam City's educational implementation differs from other Indonesian cities due to its unique position as an industrial hub bordering Singapore and Malaysia. This proximity influences the educational approach and system in Batam, particularly in private schools that follow both national and international curricula (Pamungkas & Rafiqoh, 2025; Prananto et al. 2023). The city experiences intense competition for student enrollment among public and private institutions. According to the Indonesian Ministry of Education's 2025 data, Batam has 1,287 schools across various levels, including 403 kindergartens, 288 elementary schools, 208 middle schools, 143 high schools, and 70 vocational schools. These institutions comprise both public and private entities. The total student population across all educational levels was 26,884, with 67.70% attending public schools and 33.30% enrolled in private institutions. This significant disparity has led to the closure of numerous private schools unable to sustain their operations.

Private educational institutions, particularly private schools in Batam City, contribute significantly to effective learning processes and produce graduates meeting user standards through their sustainability and development. The input aspect is empirically the most crucial for the effectiveness of a school's process and output the school (Prastika et al. 2022; Harahap et al. 2024). To enhance enrollment or boost the influx of new private school students in Batam City, each private institution must implement an effective and efficient marketing strategy to sway parents' school selection. Schools need to provide exceptional programs that address the specific needs of children in Batam City. Furthermore, institutions should employ staff capable of working and delivering services professionally, offering high-quality information, maintaining a dependable promotional system, setting prices that align with both the target demographic and the quality of education provided, choosing a strategic and easily accessible location, and creating an appealing school environment.

Previous studies have uncovered several empirical findings regarding the significance of high-quality services, effective promotion strategies, appropriate financing aligned with school standards, and strategic school positioning. Research conducted by Putra and Kencana (2024) demonstrates that both the promotion system and the tuition fees established by educational institutions play crucial roles in parents' decision-making process when selecting a school for their children. Additionally, Putri et al. (2024) found that the pricing structure implemented by schools significantly influences parental choices regarding their children's educational destinations. The impact of school fees determined by the administration is a critical factor and consideration for parents, as educational expenses are directly linked to their financial circumstances (Hamdani, 2021; Persada et al., 2019; Murti, 2019).

In addition to tuition costs, parents evaluate the school's location when making their choice. They consider factors such as cleanliness of the premises and surrounding area, affordability of the neighborhood, ease of transportation, and proximity to their residence. Studies have shown that the school's location plays a significant role in the selection process (Fadjrin & Muhsin, 2021; Fadjrin & Muhsin, 2019; Krisbi-

yanto & Nadhifah, 2022). Furthermore, the professionalism of the school's personnel, including educators, administrative staff, and security personnel, contributes to the institution's reputation, which in turn affects parents' enrollment decisions (Enjina et al., 2019; Kurliyatin et al., 2013; Maimanah et al., 2022). Given these considerations, it is necessary to conduct research at Globe National Plus Batam School to determine if the variables of people, price, place, and promotional strategies impact parents' choices to enroll their children in this institution. The researchers will then identify which of these variables exert the strongest influence on parents' decisions regarding Globe National Plus Batam School. The findings from this quantitative study will be compared with qualitative data to assess the consistency between the two sets of results.

2 Literature Review

2.1 People

Hurriyati (2018) suggests that individuals play a role in shaping potential customers' perceptions by presenting products and services. A study by Adhiansyah and Rizkyanfi (2020) examined how marketing mix elements influenced consumer purchasing decisions at Abraham and Smith restaurants in Bandung. Their findings indicated that product, place, and physical evidence had a significant impact on consumer choices. In a similar vein, Astawa et al. (2021) explored the effects of product quality, price, location, and promotion on consumer decisions, concluding that each variable had a significant influence. These marketing mix factors collectively explained 71.6% of consumers' purchasing decisions. Research by Permatasari and Ashriana (2019) demonstrated that product, price, promotion, place, process, people, and physical evidence variables simultaneously affected decision-making, as shown by a significance value below 0.05, resulting in a calculated F value exceeding the F table. Kencana and Kasdiyo (2020) found that service quality and price together had a substantial effect on customer satisfaction, with a contribution value of 0.712.

2.2 Price

Kotler & Armstrong (2020) define price as "the amount of money or costs spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service." Kotler and Armstrong (2023) identify four key indicators of price:

1. Affordability across all groups within the chosen target market segment. Typically, a single brand offers various product types with prices ranging from least to most expensive.
2. Alignment with service quality. This involves consumers' evaluation of their financial investment in relation to the specifications of service quality. The prices presented to consumers should correspond to the quality of services provided.

3. Correlation between price and benefits. Consumer satisfaction is achieved when the benefits gained from consuming an offering match or exceed the value they have invested. Consumers opt to purchase a product when they perceive that the benefits outweigh or equal their expenditure.
4. Competitiveness or alignment with consumer capabilities. Consumers frequently compare product and service prices with those of alternatives. In this context, consumers consider the relatives high and low prices levels of a product or service when making a purchase decision.

Murti (2019) demonstrated that brand image, promotion, and education costs influence students' decisions to pursue studies in economic education programs. The study's data analysis revealed that promotion was the most significant factor affecting student decisions. Amri & Yahya (2021) provided evidence that cost considerations significantly impact an individual's choice of educational institution for schooling or higher education.

2.3   Place

In today's economic environment, producers rarely sell their products directly to consumers. To broaden their market reach, they employ various intermediaries in the distribution chain to deliver goods to end-users (Budiwati, 2018). The concept of place refers to the location where a company's activities take place to ensure product availability (Kotler and Armstrong, 2018). Firmansyah (2018) described it as a group of institutions that enable the movement of goods from manufacturers. Sumar-wan and Tjiptono (2018) characterized it as a space or channel for customer interactions with businesses. Tjiptono (2020) further elaborates that organizational entities perform functions to transport products or services from sellers to buyers. Therefore, place encompasses the organizations that act as distribution channels for transactions between producers and consumers. Tjiptono (2020) evaluates place using factors such as accessibility, visibility, traffic flow, parking facilities, growth potential, surroundings, competitor positioning, and governmental business licensing regulations. Setiawan et al. (2022) demonstrated the impact of promotion, location, and service on parents' choice of Jababeka President Middle School, with purchasing interest serving as a mediating factor. This study indicates that promotional efforts at President Middle School influence purchasing interest, which subsequently affects parents' decisions.

2.4   Promotion

Promotion is defined by Tjiptono (2018) as a marketing communication activity aimed at informing, persuading, and reminding the target market about a company and its offerings, with the goal of encouraging acceptance, purchase, and loyalty. Kotler & Armstrong (2018) characterize promotion as endeavors to convey product benefits and motivate purchases. These efforts enable communication between businesses and consumers, promoting the use of products or services that address con-

sumer needs. Assauri (2018) views promotion as a company's attempt to sway buyers through persuasive communication, utilizing all elements of marketing. Sumarwan & Tjiptono (2018) recognize promotion as a component of the marketing mix that employs persuasive communication to stimulate purchases and boost sales. Promotion functions as a persuasive form of communication designed to emphasize product benefits, influence consumer decisions, and increase sales. Kotler & Armstrong (2018) suggest that the effectiveness of promotional efforts can be evaluated using metrics such as advertising, direct sales approaches, promotional campaigns, and public relations activities.

Research by Gazali (2018) demonstrated the impact of the service marketing mix on students' choices regarding the Balikpapan Civil Economics College. The study rejected H0 and accepted Ha, indicating a significant effect of service marketing mix elements (product, price, place, promotion, people, process, and physical evidence) on prospective STIE Madani Balikpapan students' college selection decisions. Similarly, Irawan (2018) explored the service marketing mix's influence on parents' elementary school choices. The study concluded that the service marketing mix collectively had a substantial impact on parents' decisions to select SD YPPK St. Peter, Nabire. Notably, promotion emerged as the most influential factor in guardians' decisions. These findings align with Sendianto (2021), who established a connection between promotion and product sales levels and forecasting. The analysis and hypothesis testing revealed a positive correlation between the promotion variable and both Product Sales Level and Sales Forecasting variables. A value of 0.8187 was recorded, suggesting a very strong influence with a coefficient of determination (KD) of 66.9%. Additionally, Latif (2021) found that among the variables studied, only sales promotion had a significant independent effect on the selection of the ILF Lamongan English Language Education Institution.

3   Method

The research methodology employed in this study was mix method by applying the explanatory sequential design. The research was started by quantitative, determined by the nature of the problem under investigation. And after that, employed the quantitative to explore are there similarities between quantitative and qualitative research findings? Sugiyono (2023) defines quantitative analysis as a research approach that examines the relationships between two or more variables. The use of both quantitative (multiple linear regression, hypothesis testing) and qualitative (closed interviews) data, analysed through a sequential explanatory approach, adds methodological breadth and strengthens theory building by triangulating numerical results with contextual insights. In this case, the researchers aimed to investigate whether people, price, and promotion factors influenced of the students' parent decision to enrol the Globe National Plus 2 Batam School. The population in this study were students' parent decision to enrol the Globe National Plus 2 Batam School. The number of samples used was 250 respondents.

Table 1. Samples Classification

No	School Level	Gender		Total
		Man	Woman	
1	Kindergartens	38	12	50
2	Elementary Schools	31	19	50
3	Middle Schools	29	21	50
4	High Schools	27	23	50
5	Vocational Schools	34	16	50

Measuring the level of validity or otherwise of a questionnaire can use the Pearson value, where the validity test requirements use the R table (R table > R count) then it can be declared valid. The validity value must have a total score value total score of the questionnaire value (Sunyoto, 2015). The instrument can be seen in the table below.

Table 2. Instrument of Research (Validity and Reliability Test Result)

Variables	Indicator	Validity	Reliability
Promotion	Promotion quantity Promotional media varies Special promotional funds	0.361 >	0.927
Place	Accessibility, such as a location that is easily reachable or well-connected by public transit Prominence, for instance, a site that is clearly visible from the roadside Ample and secure parking facilities.	0.361 >	0.884
People	Employee attitudes in serving consumers Reliability of employees	0.361 >	0.829
Price	Matching price with purchasing power Price compliance with school program quality There are attractive discounts There is cashback if the quality is not related	0.361 >	0.951
Enrolment Decision	Making a decision after gaining knowledge about the school quality Choosing to make a decision based on your preferred brand Purchasing an item that aligns with the requirements Enrolling the program due to suggestions from others.	0.361 >	0.725

An examination of all variable statements (price, promotion, location, and people) reveals that the calculated r values in the validity test exceed the r table value of 0.361, indicating that all variables are valid. Reliability is determined by the consistency of a person's responses to questions (Sunyoto, 2015). A construct or variable

is considered reliable if its Cronbach Alpha value surpasses 0.60 (Ghozali, 2013). This study employs parametric statistics for data analysis, utilizing the SPSS for Windows program. The study has established a 5% error tolerance level.

To obtain the required qualitative information, researchers conducted close interviews with the 250 students' parents. To achieve more comprehensive data, researchers have conducted direct observation studies in the Globe National Plus 2 Batam School which located at Batu Aji Street, Base Camp Comp, Batam City. To ensure the validity of the data collected through interviews and observations, the researcher tested the truth of the information collected. (1) Credibility test was carried out through triangulation by examining the interview data using different techniques and collecting the same data from different sources. (2) Dependability tests were conducted to test the consistency of the information obtained from various sources. (3) Transferability test was carried out to test the truth of the research data and whether the information obtained can be used in other places by involving people from other areas. Next, (4) Confirmability tests to produce valid information through comparing information from different parents of students and different school levels of Globe National Plus 2 Batam.

4 Results and Discussion

4.1 Results

Normality Test.
According to Ghozali (2013), when the distribution of residual data is normal, the line representing the actual data will align with the diagonal line. The table below displays the results of the normality test.

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		250
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.61248378
Most Extreme Differences	Absolute	.049
	Positive	.049
	Negative	-.040
Test Statistic		.049
Asymp. Sig. (2-tailed)		.200[c,d]

Multicollinearity Test.
Typically, a tolerance value exceeding 0.0 or a VIF (Variance Inflation Factor) score below 10 is used as the threshold to indicate the presence of multicollinearity. In cases where these criteria are not met in the regression model, then the regression model used in this study is free from multicollinearity, and vice versa (Ghozali: 2013). The result of multicollinearity test can be seen to the following table below.

<div align="center">**Table 4.** The Result of Multicollinearity Test</div>

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
People	.737	1.357
Price	.969	1.032
Place	.918	1.090
Promotion	.854	1.171

Heteroscedasticity Test.
Heteroscedasticity is present when a specific pattern is observed to be consistent. Conversely, heteroscedasticity is absent when there is no discernible pattern and the data points are distributed randomly above and below zero on the Y-axis (Ghozali: 2013).

Multiple Linear Regression.
The table indicates that the enrolment decision can be predicted using a regression equation that includes variables for the price, place, promotion, and people. The model analysis reveals a constant (a) of 4.285, indicating that when all independent variables are zero, the enrolment decision has a baseline value of 4.285.

<div align="center">**Table 5.** The Result of Multiple Linear Regression Test</div>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.285	1.348		3.179	.002
People	.447	.022	.717	20.016	.000
Price	.043	.017	.082	2.627	.010
Place	.071	.021	.106	3.309	.001
Promotion	.091	.022	.135	4.060	.000

The product variable's regression coefficient is 0.201, suggesting that a 1 point or 1% increase in this variable leads to a 0.201 rise in the enrolment decisions, assuming that other variables remain constant. The regression coefficient for the price variable is 0.043. This implies that a 1 point or 1% increase in price results in a 0.043 increase in enrolment decisions, holding other variables constant. A positive coefficient signifies a direct relationship between the price and enrolment decisions. The place variable has a regression coefficient of 0.071, meaning that a 1 point or 1% increase in this variable causes a 0.071 rise in the enrolment decisions when other variables are unchanged. A positive coefficient demonstrates a direct relationship between place and enrolment decisions to Globe National Plus 2 Batam School.

With a regression coefficient of 0.091, the promotion variable shows that a 1 point or 1% increase leads to a 0.091 increase in the enrolment decisions, assuming that

other variables remain stable. A positive coefficient indicates a direct relationship between promotions and enrolment decisions. Finally, the people variable had a regression coefficient of 0.447. This means that a 1 point or 1% increase in this variable results in a 0.447 increase in the enrolment decisions when other variables are constant. A positive coefficient signifies a direct relationship between consumers and enrolment decisions. In all cases, positive coefficients indicate that increases in the respective variables correspond to increases in enrolment decisions Globe National Plus Batam.

Hypothesis Testing.
This research employs a t-table value of 1.987 and establishes the following decision criteria: H0 is rejected (or Ha accepted) when t-count exceeds t-table, while H0 is accepted (or Ha rejected) when t-count is less than t-table. Data analysis, based on a sample of 250 person from Globe National Plus 2 Batam School, reveals the subsequent t-test outcomes:

Table 6. The Result of t-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.285	1.348		3.179	.002
People	.447	.022	.717	20.016	.000
Price	.043	.017	.082	2.627	.010
Place	.071	.021	.106	3.309	.001
Promotion	.091	.022	.135	4.060	.000

This conclusion is supported by the price variable exhibits a significant positive effect on enrolment decisions at the same location. The price's significance level of 0.010 is less than 0.05, and its t-count of 2.627 exceeds the t-table value of 1.987. Thus, H0 is rejected, H2 is accepted, and the hypothesis concerning price influence on enrolment decisions is validated. The place variable also shows a significant positive influence on purchasing decisions at Globe National Plus 2 Batam School. With a significance level of 0.001 (less than 0.05) and a t-count of 3.309 (greater than the t-table value of 1.987), H0 is rejected, H3 is accepted, and the hypothesis about place influence on enrolment decisions is substantiated.

The promotion variable demonstrates a partially significant positive effect on enrolment decisions at the aforementioned location. Its significance level of 0.000 is below 0.05, and its t-count of 4.060 surpasses the t-table value of 1.987. Consequently, H0 is rejected, H4 is accepted, and the hypothesis regarding promotion influence on enrolment decisions is confirmed. Lastly, the people variable exhibits a partially significant positive impact on enrolment decisions at Globe National Plus 2 Batam School. With a significance level of 0.000 (less than 0.05) and a t-count of 20.016 (exceeding the t-table value of 1.987), H0 is rejected, H5 is accepted, and the hypothesis asserting the influence of people on school enrolment decisions is validated.

F Test Results.

This research utilized an f-table value of 2.32 and employed the following decision criteria: If the f-count exceeds the f-table value, H0 is rejected and Ha is accepted. Conversely, if the f-count is less than the f-table value, H0 is accepted and Ha is rejected.

Table 7. The Result of F-Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	383.320	50	76.664	193.607	.000[b]
Residual	35.638	200	.396		
Total	418.958	250			

The analysis revealed an F-count of 193.607, which surpasses the F-table value of 2.32 (193.607 > 2.32). Additionally, the significant level of 0.000 is below 0.05. Consequently, H0 is rejected, and Ha is accepted. These findings support the hypothesis that price, place, promotion, and people significantly influence enrolment decisions at Globe National Plus 2 Batam School.

Determination Coefficient (R2).

This evaluation is employed to determine the relative impact or percentage contribution of the independent variables in the regression model on the dependent variable. The numerical coefficient indicates the degree to which the constructed model can accurately represent real-world conditions.

Table 8. The Result of Determination Coefficient (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.957[a]	.915	.910	.62927

The model's explanatory power is indicated by the coefficient value displayed. With an Adjusted R Square of 0.915, the independent variables account for 91% of the variation in the dependent variable. The remaining 9% is attributed to factors beyond the price, place, promotion, and people variables examined in this model. This coefficient of determination demonstrates the extent to which the constructed model reflects real-world conditions.

4.2 Discussion

The findings of this research demonstrate that all the variables exerts a positive and notable impact on school enrolment decision in Globe National Plus 2 Batam School. Similarly, this study shows that price significantly and positively affects purchasing decisions in domestic Cikitsu Batam. The price significance level of 0.010, which is less than 0.05, and a t-count of 2.627, surpassing the t-table value of 1.987, lead to the rejection of H0 and acceptance of H2. This validates the hypothesis proposing price

influence on enrolment decisions. These outcomes correspond with the research conducted by Putra et al. (2021) where their t-test results also indicated a positive and significant price effect on buying choices. A qualitative investigation conducted through interviews uncovered that Globe National Plus 2 Batam Schools charge higher fees compared to other educational institutions in the vicinity, including both public and private schools. In fact, Globe National Plus 2 Batam Schools emerged as the priciest option in the area. Nevertheless, the interview findings indicate that the elevated costs are justified by the superior quality of education, extensive facilities, and comprehensive services provided to students and their families. Consequently, it can be inferred that there is alignment between the outcomes of the quantitative and qualitative research regarding this particular variable.

The findings of this research demonstrate that the place factor exerts a positive and significant influence on students' parent decisions at Globe National Plus 2 Batam School. This conclusion is supported by the statistical analysis, which shows a significance value for place of 0.001, less than 0.05, and a t-count of 3.309, exceeding the t-table value of 1.987. Consequently, H0 is rejected while Ha is accepted, confirming the hypothesis that location impacts buying choices. These results align with the research conducted by Krisbiyanto & Nadhifah (2022) on the marketing mix's impact on enrolment decisions which also found a positive and significant relationship between place and school enrolment decisions through t-test analysis. The findings from the qualitative analysis corroborate the hypothesis test outcomes. The primary reason parents opt for Globe National Plus 2 Batam Schools is the exceptional ease of transportation access. Situated along the main thoroughfare, the school boasts ample parking facilities. Furthermore, students relying on public transit find it remarkably convenient to reach the institution, thanks to a bus stop conveniently located directly in front of the school.

The study also reveals that promotion has a positive and significant effect on purchasing decisions at Globe National Plus 2 Batam School. This is evidenced by the promotion significance value of 0.000, which is less than 0.05, and a t-count of 4.060, surpassing the t-table value of 1.987. As a result, H0 is rejected and Ha is accepted, validating the hypothesis that promotional activities influence enrolment decisions. These findings are consistent to show that the examining the impact of marketing mix and service quality on school enrolment decisions (Astawa et al. 2021; Harahap et al. 2024). Their t-test results similarly indicated a positive and significant influence of promotion on school enrolment decisions. The findings from interview studies and field observations demonstrate a mutually beneficial and positive correlation between quantitative and qualitative research outcomes. The Globe National Plus 2 Batam School employs a promotion strategy that aligns well with the current digital landscape. Parents of students and residents of Batam City can easily access information about Globe School through various channels, including the school's website, social media platforms, and numerous national and international events. These events serve to showcase the school's exceptional programs, highlight available discounts, and explain the admission test process.

This study's findings demonstrate that the people factor significantly and positively impacts school enrolment decisions at Globe National Plus 2 Batam School. This

conclusion is supported by the people factor's significance level of 0.000, which is less than 0.05, and a t-count value of 20.016, exceeding the t-table value of 1.987. Consequently, H0 is rejected while Ha is accepted, confirming the hypothesis that people influence school enrolment decisions. These results align with Setiawan (2022) influence on school enrolment decisions at the Presiden Jababeka Junior School, which also found that people have a significant and positive effect on school enrolment decisions based on t-test results. A qualitative investigation conducted through interviews demonstrated that registration staff and front desk personnel deliver exceptional service, showcasing their proficiency in explaining school offerings, programs, and communicating effectively. Furthermore, the study found that newly hired student registration officers were well-prepared and highly responsive, leading to high levels of satisfaction among parents regarding the services received. Consequently, it can be determined that there is alignment between the outcomes of both quantitative and qualitative research methods for this particular variable.

5   Conclusion

The findings and analysis presented suggest that the four independent variables price, place, promotion, and people have a significant impact on students' enrolment decisions at Globe National Plus 2 Batam School. These insights are valuable for the school to sustain its service quality and continually improve educational standards and parental satisfaction. Findings highlight how people, price, place, and promotion collectively influence parental choice in a competitive setting (private vs. public schools) in Batam, offering a nuanced understanding of school-choice behaviour in emerging-economy contexts where such evidence is scarce. Future studies should investigate potential interrelationships among the independent variables to obtain comprehensive information. The research reveals that 91% of students' decisions are influenced by these four variables, while the remaining 9% are affected by factors not examined in this study. It is recommended that subsequent research incorporate additional variables that may influence enrolment decisions at Globe National Plus 2 Batam School. By suggesting the possibility of reciprocal links among the independent variables and pointing to other unexamined factors, the research opens avenues for advanced theoretical models (e.g., moderating or mediating effects) and encourages further scholarship on school-marketing dynamics.

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