

The Influence of Educational Quality, School Facilities, and Brand Image on Students' School Choice Decisions

 <https://doi.org/10.31004/jele.v11i2.2164>

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ABSTRACT

This study examines the influence of educational quality, school facilities, and brand image on students' decisions to enroll at RK Bintang Timur Rantauprapat Private High School. Increasing competition among private secondary schools in the Labuhanbatu region compels institutions to identify and understand the determinants shaping students' school selection decisions. A quantitative research design with a survey method was employed. The population comprised all Grade 10 students of RK Bintang Timur Rantauprapat Private High School, totaling 146 students. A saturated sampling technique was applied, whereby the entire population served as the research sample. Data were collected through a structured questionnaire using a Likert scale. Statistical analysis was conducted using SPSS, including validity and reliability testing, classical assumption testing, and multiple linear regression analysis. The findings reveal that educational quality, school facilities, and brand image each exert a positive and statistically significant partial effect on students' school choice decisions. Simultaneously, the three independent variables demonstrate a significant collective influence on students' enrollment decisions. The coefficient of determination indicates that a substantial proportion of variance in students' decisions is explained by these variables, while the remaining variance is attributable to other factors beyond the research model. These results highlight the strategic importance of improving instructional quality, enhancing facilities, and strengthening institutional branding to attract prospective students.

Keywords: *Quality of Education, School Facilities, Brand Image, Decision to Choose a School.*

Article History:

Received 12th February 2026

Accepted 02nd March 2026

Published 03rd March 2026



INTRODUCTION

Education is a key pillar of sustainable development in various countries, particularly in facing the dynamics of globalization, the industrial revolution 4.0, and the era of society 5.0, which demand superior, adaptive, and character-based human resources (Bank, 2023). Quality education is a long-term investment for a nation to increase global competitiveness. In Indonesia, the education sector still faces challenges related to quality equity, disparities in facilities, and disparities between regions (Education, 2024). Therefore, improving the quality of education services is a national priority, as outlined in the 2020–2025 National Medium-Term Development Plan (RPJMN), which emphasizes improving the quality and access to secondary education.

Technological advances and the availability of information have changed the way people choose educational institutions. Today, decisions about choosing a school are based not only on academic factors, but also on the institution's reputation, facilities, comfort, and image (Philip Kotler & Fox, 1995). Prospective students and parents tend to compare various schools through social media, websites, and alumni testimonials before making a choice (Hariawan, 2024). This phenomenon requires schools, especially private schools, to adapt to educational marketing strategies that emphasize competitive advantages and sustainable quality services.

In the context of secondary education in Indonesia, private schools play an important role as government partners in expanding access and improving the quality of education

(Kemendikbud., 2024). Private schools must be able to compete with public schools through superior service quality. However, the main challenges faced are maintaining the number of students and strengthening the brand image amidst fierce competition. According to a survey by the Association of Indonesian Private Schools (Association, 2023), approximately 37% of private schools experienced fluctuations in student numbers due to public perceptions of the uneven quality of education and facilities. This shows the importance of strategies to improve the quality of education and the image of the institution as the main factors in the school's attractiveness.

RK Bintang Timur Rantauprapat Private High School is one of the private secondary education institutions in Labuhanbatu Regency. This school was founded in 1988 by the KYM Sisters Congregation under the auspices of the Saint Laurentius Pematangsiantar Foundation, which is known for its long tradition of developing Catholic education in North Sumatra. Geographically, this school is located on Jalan Cut Meutia Ujung, Siringo-Ringo sub-district, Rantau Utara District, Labuhanbatu Regency, with a strategic environment, easy to reach, and relatively safe from the hustle and bustle of the city. This location makes this school one of the main choices for the people of Rantauprapat and the surrounding area who want a quality education with a religious and humanist approach.

As an educational institution based on Catholic values, RK Bintang Timur High School carries a vision to shape students who excel in achievement, discipline, and have a loving character. The value of love that is the spirit of Catholic education is realized through a school culture that emphasizes respect for others, moral responsibility, and personal integrity. Education at this school is not only directed at mastering knowledge, but also at character formation based on spirituality and social empathy. Through the integration of academic curriculum and spiritual development, this school strives to instill universal moral values that form the basis for building students' personalities that are balanced between intellectuality and morality.

For more than three decades, RK Bintang Timur Private High School has demonstrated consistency in maintaining its reputation as a credible private school committed to quality education. This success is reflected in the academic achievements of students who regularly qualify for the provincial stage in the National Science Competition (KSN), especially in the fields of Economics, Physics, Geography, and Astronomy. In addition to academic achievements, students are also active in winning awards in non-academic fields such as arts competitions, sports, and youth activities at the district and provincial levels. These achievements also strengthen the school's image as an institution that is disciplined, humanistic, and superior in character development. The support of the sisters and professional teaching staff is also an important factor in maintaining the quality of learning and services to students.

Empirically, the number of students at RK Bintang Timur Rantauprapat Private High School shows a consistent upward trend each year, both in terms of total students and the number of new students accepted. This increase reflects the community's steady trust in the quality of the school's educational services. However, this growth rate is still considered moderate because it does not fully reflect the significant potential of the number of junior high school graduates in the Rantauprapat area, which continues to increase annually. One reason is the increasing competition between private and public schools, especially as many other educational institutions have begun to adopt more aggressive digital promotion strategies and innovative flagship programs. The following data shows the development of the total number of students and new student enrollments over the past five years:

Table 1.1 Development of the Number of Students at RK Bintang Timur Rantauprapat Private High School for the 2021/2022–2025/2026 Academic Year

No	Aspect	2021/2022	2022/2023	2023/2024	2024/2025	2025/2026
1	Total number of students (Grade X–XII)	303	326	358	411	419
2	Number of new student admissions (Grade X)	90	128	132	142	146

Source: Documentation of RK Bintang Timur High School (2025)

The previous table presented data on the number of students and new student enrollment at RK Bintang Timur Rantauprapat Private High School over the past five years. To clarify the increasing trend, the data is then presented in graphical form. The purpose of this graphic presentation is to provide a more informative and easy-to-understand visual depiction of the development in the number of students from year to year.

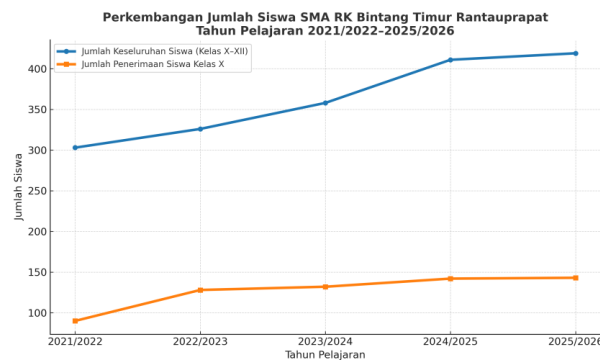


Figure 1 Graph of the Development of the Number of Students at RK Bintang Timur Rantauprapat Private High School for the 2021/2022–2025/2026 Academic Year

Source: Administrative Data of RK Bintang Timur Rantauprapat High School (2025)

Based on the quantitative data presented in the previous table and graph, there is an increase in the total number of students at RK Bintang Timur Rantauprapat Private High School, from 303 students in the 2021/2022 academic year to 419 students in the 2025/2026 academic year. Numerically, this represents an increase of 116 students over the past five years, equivalent to an average annual growth rate of 7.9%. This increase demonstrates that the school still holds a certain appeal among the public, especially amidst the intense competition among private schools in Labuhanbatu Regency.

This stable growth trend indicates that public trust in the quality of education and services provided by the school is relatively well-maintained. However, when viewed from a macro context, this growth rate is not yet fully optimal when compared to the number of junior high school graduates in the Rantauprapat area, which annually reaches around 2,000–2,200 students (Office, 2025). This means that RK Bintang Timur Private High School is only able to attract less than 8% of the total potential prospective students in the area each year.

This gap between potential prospective students and actual enrollment indicates a strategic challenge in attracting interest and building positive public perception of the school. Moderate student growth may be due to a number of internal and external factors, such as limited physical facilities, public perception of the quality of the teaching staff, and the strength of the school's public brand image. Furthermore, the preference of some communities for public schools due to their relatively more affordable fees also influences the distribution of prospective students. In the context of competition among private schools in semi-urban areas like Rantauprapat, students' decisions to choose a particular educational institution are influenced not only by academic aspects but also by emotional, social, and psychological factors that reflect the decision-making process of consumers of educational services.

Furthermore, an analysis of new student admission patterns for the 2021–2025 period shows a significant increase in the 2022/2023 academic year, from 90 to 128 new students, a

42.2% increase compared to the previous year. This increase can be attributed to the school's success in strengthening its reputation-based promotion and word of mouth from alumni and parents. However, in subsequent years, the growth rate tended to slow down and stabilize at around 140 new students per year, indicating that the school had reached a balance between capacity and community interest. This shows that even though the school's image is relatively good, efforts to develop facilities, innovate the curriculum, and strengthen brand identity are still key factors that need to be optimized so that the school can continue to increase its attractiveness in the future.

Therefore, this empirical situation raises a fundamental academic question: what factors significantly influence students' decisions to choose RK Bintang Timur Private High School over other schools in the surrounding area? Is educational quality the primary determinant, or are the school's facilities and brand image more dominant in influencing student perceptions? These questions form the basis for this research to empirically test the relationship between these three variables. This research is not only important in the context of private school management but is also relevant to the development of educational consumer behavior theory, which emphasizes that the process of choosing a school is a form of service purchasing decision based on values, experience, and trust in educational institutions (P Kotler & Keller, 2016). Therefore, an in-depth analysis of this phenomenon will provide scientific contributions as well as practical recommendations for improving the quality and competitiveness of RK Bintang Timur Private High School in the future.

Educational quality is a fundamental aspect that shapes public perception and trust in a school. In the context of Indonesian education, educational quality is no longer understood simply as service to students, but as meeting academic standards, the learning process, and graduate competencies. The most comprehensive framework for defining educational quality is the National Education Standards (SNP), which encompasses eight components: content standards, processes, graduate competencies, educators and education personnel, facilities and infrastructure, management, financing, and assessment. Fulfillment of these standards reflects a school's ability to provide effective, relevant, and adaptive learning experiences. Recent research shows that factors such as teacher competence, curriculum suitability, the quality of the learning process, and learning outcomes are key determinants of public perception of educational quality (Fauzie, 2024). Therefore, improving educational quality is a crucial strategy for private schools to maintain competitiveness and attract prospective students amidst increasingly fierce competition among educational institutions.

In the context of RK Bintang Timur Rantauprapat Private High School, the school has strived to maintain the quality of learning by improving teacher professionalism and strengthening the implementation of the Independent Curriculum. Improving teacher professionalism is carried out through participation in various training and workshops organized by the government and foundations, particularly those focused on developing pedagogical competencies, implementing differentiated learning, and strengthening assessment and learning planning. In addition, the strengthening of the Independent Curriculum is realized through the implementation of project-based learning, strengthening the Pancasila student profile, and adapting teaching materials to the needs and characteristics of students. However, public perceptions of educational quality remain diverse, particularly regarding the consistency of learning outcomes and academic competitiveness. This situation has drawn attention from schools, who are committed to continuously improving the quality of student-centered learning and expanding innovative teaching methods to be more adaptive to current developments.

In addition to the quality of education, school facilities are an important factor that influences learning comfort and the image of the institution (Sholihatul Hamidah et al., 2022). Adequate physical facilities, such as laboratories, libraries, multimedia rooms, and information technology infrastructure, play a significant role in creating a conducive learning environment. Research by Sahpitri & Poppy (2025), also shows that complete facilities have a positive impact on student learning motivation and increase the effectiveness of the learning process.

The facilities at RK Bintang Timur Rantauprapat Private High School basically support teaching and learning activities through the availability of comfortable classrooms, worship facilities, as well as laboratory and library space. In the early stages, the use of learning facilities was still dominated by conventional methods with limited digital resources and unequal access to information technology across classes. As learning demands increased, schools began optimizing digital-based facilities by providing learning support devices such as projectors and interactive presentation media, utilizing digital learning platforms, increasing access to information technology devices, and collaborating with tutoring institutions to support material enrichment and student academic preparation. Furthermore, schools also began encouraging the use of digital learning resources, multimedia-based materials, and additional learning support for students. Efforts to improve these facilities are being carried out in stages through the support of the foundation and school committee to create a learning environment that is more attractive, adaptive, and relevant to the needs of today's students.

Brand image or school image is a representation of public perception of the reputation and credibility of educational institutions (Keller, 1993). In the context of schools, brand image is formed through academic achievements, alumni quality, social activities, and public communication strategies (Hariawan, 2024). Schools with a positive image find it easier to attract new students because they are considered trustworthy and superior. However, Faizah's (2024) research reminds us that the image of an institution is not only built from academic results, but also from the emotional experiences of students and parents regarding school services.

Based on initial observations at RK Bintang Timur Rantauprapat Private High School, there are indications that students' decisions in choosing a school are influenced by various considerations, both rational and emotional. Rational considerations include the quality of education and the comfort of the learning environment, while emotional considerations are reflected in the religious values instilled by the school. Furthermore, family recommendations and the proximity of the school to the student's residence also appear to be factors taken into consideration in the decision-making process. This phenomenon indicates that the decision to choose a school is a complex process and is influenced by various factors, so it needs to be further studied empirically through this research.

In the context of school choice behavior, the consumer behavior theory developed by Kotler & Keller (2016), provides a conceptual basis for understanding how students and parents make educational decisions. According to this theory, the consumer decision process includes need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. In the world of education, these stages are seen when prospective students consider various schools based on the quality of teaching, the facilities available, and the reputation of the institution.

In line with this conceptual framework, the results of initial observations conducted at RK Bintang Timur Rantauprapat Private High School showed that students' decisions in choosing a school were not singular, but were influenced by various interrelated considerations. These considerations include rational aspects, such as educational quality, learning services, and a comfortable learning environment, as well as emotional aspects reflected in the religious values instilled by the school. Furthermore, family recommendations and the proximity of the school to the student's residence also influence the decision-making process. This phenomenon demonstrates that the decision to choose a school is the result of a complex and multidimensional deliberation process, making it relevant to examine as a dependent variable in this study.

Research examining the relationship between educational quality, facilities, and brand image on student decisions has been conducted in various contexts. Simamora & Siagian (2023), found that these three variables significantly influenced students' school choice decisions, with a coefficient of determination of 41.4 %. Similar results were reported by Ismuratno et al (2021), who stated that service quality and school image were dominant factors in the decision to choose a secondary school. However, most research still focuses on large

urban schools and has not touched on the context of private schools in areas such as Labuhanbatu.

A literature review reveals two main research gaps in previous studies: a theory gap and a measurement gap. First, there is a theory gap related to the integration of educational quality, generally defined by meeting National Education Standards (NES), and the quality of the learning process, with the formation of a school's brand image. Some studies, such as those by Tjay et al., (2025) and Setyaningsih et al. (2025) do highlight educational quality and brand image as factors influencing the decision to choose a school, but both are still analyzed as standalone variables. These studies have not comprehensively explained how teacher quality, the effectiveness of the learning process, the achievement of learning outcomes, and the consistency of education delivery can directly contribute to the formation of school brand perceptions in the eyes of the public. Thus, the causal relationship between educational quality based on national quality standards and the formation of school brand image in the context of secondary education still requires more in-depth empirical study.

Second, a measurement gap arises from differing approaches to determining school facility indicators. Several previous studies, such as those by Fadhilah & Sudarwanto (2024) and Simamora et al (2023), include school facilities as part of the overall educational quality component. However, other studies, such as those by Wahyuni, Dura, & Bukhori (2024), instead position facilities as a stand-alone independent variable that directly influences the decision to choose a school. This inconsistency indicates a lack of academic consensus on whether facilities should be positioned as a supporting element for the quality of the learning process or as an independent factor shaping student perceptions and preferences. Therefore, this study is relevant because it seeks to reaffirm the position of school facilities as an independent variable and simultaneously examine their influence, along with educational quality and brand image, on students' decisions to choose a school.

Thus, this study attempts to close these two gaps by developing an empirical model that simultaneously tests the influence of Educational Quality, School Facilities, and Brand Image on School Choice Decisions, using an empirical context at RK Bintang Timur Rantauprapat Private High School.

Most similar research has been conducted in large cities like Jakarta, Surabaya, and Medan, while research in regencies like Rantauprapat remains very limited. This is despite the fact that the social, cultural, and economic characteristics of the Rantauprapat community differ from those of urban areas, resulting in unique school preferences. This local research is expected to enrich the academic literature by providing contextual understanding of how perceptions of quality, facilities, and brand image influence student decisions in semi-urban areas.

From a methodological perspective, many previous studies have used a simple qualitative or descriptive approach. However, to obtain a more objective understanding and robust generalizations, a quantitative approach with simultaneous and partial influence tests is required. The use of multiple linear regression analysis in this study will provide empirical results that can be used as a basis for managerial decision-making in private schools (Sugiyono, 2022). Thus, this study seeks to fill the methodological gap and produce findings based on actual quantitative data.

This research has both theoretical and practical relevance. Theoretically, this study offers novelty by integratively examining the influence of educational quality, school facilities, and brand image on students' decisions to choose religious-based private high schools in Labuhanbatu Regency. Unlike previous studies, which generally examine these factors partially, focus on higher education levels, or are conducted in urban areas, this study specifically places the context of private high schools in the region as the focus of the study. Thus, this research is expected to enrich the theoretical study of school choice decisions in the context of private secondary education in non-urban areas.

Practically, the results of this study are expected to be a reference for RK Bintang Timur Rantauprapat Private High School in formulating strategies to improve the quality of education, improve facilities, and strengthen the school's image based on empirical data.

Amidst increasing competition between private schools in Labuhanbatu Regency, the findings of this study are important to support appropriate managerial decision-making to maintain the competitiveness and sustainability of educational institutions.

Based on the description above, this study focuses on analyzing the influence of educational quality, facilities, and brand image on students' decisions to attend RK Bintang Timur Rantauprapat Private High School. The results are expected to answer the question of whether these three variables influence students' decisions partially or simultaneously. With a quantitative approach and the latest empirical data, this research is expected to enrich academic literature and provide strategic benefits for the development of educational management in the region.

METHOD

This research was conducted at RK Bintang Timur Rantauprapat Private High School, located at Jalan Cut Meutia Ujung, Siringo-Ringo Village, Rantau Utara District, Labuhanbatu Regency, North Sumatra Province. In the context of this research, the research method was compiled based on scientific principles with a quantitative approach, which aims to test the influence of Education Quality, School Facilities, and Brand Image on Students' Decisions to Choose Schools at RK Bintang Timur Rantauprapat Private High School. In this study, a saturated sampling technique (census sampling) was used, namely a sampling technique, the population was used as research respondents because the number was relatively small and could be fully reached. The population in this study was all class X students of RK Bintang Timur Rantauprapat Private High School in the 2025/2026 academic year, totaling 146 students. Data collection used a Google Form-based questionnaire instrument, which was compiled based on the indicators of each research variable. 4.4.1. The technique used was a closed digital questionnaire (Google Form), in which respondents were asked to provide answers to statements that had been compiled based on the variable indicators. The data source in this study was primary data through the distribution of a Google Form-based digital questionnaire. Respondents in this study were all class X students of RK Bintang Timur Rantauprapat Private High School in the 2025/2026 academic year.

FINDINGS AND DISCUSSION

The Influence of Education Quality on School Choice Decisions

Based on the results of multiple linear regression analysis, it was found that the quality of education (X1) has a positive and significant effect on students' decisions in choosing a school. This is indicated by the regression coefficient value of education quality of 0.284 with a significance level of 0.000 (<0.05). This finding indicates that the better the quality of education perceived by students, the higher the tendency of students in making decisions to choose RK Bintang Timur Rantauprapat Private High School as a place to continue their education.

The results of this study align with the concept of educational quality explained in Chapter II, where educational quality is understood as the ability of educational units to meet established standards. Referring to the National Education Standards (SNP) as stipulated in national education regulations, educational quality encompasses eight main standards: content standards, process standards, graduate competency standards, educator and education personnel standards, facilities and infrastructure standards, management standards, financing standards, and educational assessment standards. Fulfillment of these standards serves as the basis for assessing the quality of education delivery in a school.

Furthermore, these findings support Sallis's view that educational quality is reflected in an institution's ability to manage the learning process effectively and sustainably, thereby meeting student expectations. Schools with well-planned learning systems, competent teachers, and objective learning evaluations will foster positive student perceptions of the quality of education provided.

In this study, educational quality was measured through indicators related to the suitability of learning materials to students' needs, clarity of teacher delivery, engaging teaching methods, opportunities for questions and discussion, and a fair and transparent assessment system. Based on descriptive and inferential analyses, these indicators were generally well-perceived by students, thus significantly contributing to their decision to choose a school.

The most influential indicators of educational quality are those related to the learning process and teacher competence. Students assess teachers' mastery of the material, clear explanations, and assistance when students experience learning difficulties. This demonstrates that the quality of interactions in the learning process is a crucial factor in shaping student decisions.

Meanwhile, other indicators, such as assessment systems and learning management, also contribute to student decisions, although their influence is relatively less significant than that of learning process indicators. This indicates that students' school choice decisions are not determined solely by a single aspect, but rather are the result of a comprehensive assessment of the quality of education provided by the school.

Thus, the results of this study imply that improving the quality of education should be a top priority for schools. Efforts to improve teacher competency, strengthen active and interactive learning processes, and implement an objective and transparent assessment system are expected to further strengthen students' decision to choose RK Bintang Timur Rantauprapat Private High School as their school of choice.

The Influence of School Facilities on School Selection Decisions

Based on the results of multiple linear regression analysis, it was found that school facilities (X2) have a positive and significant influence on students' decisions in choosing a school. This is indicated by the school facilities regression coefficient value of 0.250 with a significance level of 0.001 (<0.05). This finding indicates that the better the school facilities owned and perceived by students, the greater the tendency of students to choose RK Bintang Timur Rantauprapat Private High School as a place to continue their education.

The results of this study align with the theory presented in Chapter II, particularly Bafadal's perspective, which states that school facilities are a crucial element in supporting the success of the educational process. School facilities encompass all the tools and infrastructure used directly or indirectly to support effective, efficient, and comfortable teaching and learning activities.

In the context of education, Bafadal emphasized that the availability of adequate facilities not only serves as a complement but also as a strategic factor in improving the quality of learning and shaping students' positive perceptions of the school. Well-managed facilities will create a conducive learning environment, encouraging students to feel comfortable and confident in their choices.

In this study, school facilities were measured using several indicators, including classroom conditions, the availability and suitability of learning equipment, the presence of libraries and laboratories, a clean and safe school environment, and technological support such as internet access. The analysis found that these indicators were generally rated favorably by students, significantly contributing to their school choice decisions.

The indicators that showed the strongest influence were those related to the comfort and completeness of learning facilities, such as comfortable classrooms and well-functioning learning equipment. This suggests that students tend to consider the physical condition and school environment as important factors supporting the smooth running of their learning process.

Meanwhile, other indicators such as school accessibility and technological support also influence students' decisions, although their influence is relatively less than the primary indicator. This suggests that the decision to choose a school is the result of a comprehensive assessment of various aspects of the school's facilities.

Thus, the results of this study provide implications that improving and maintaining school facilities needs to be a serious concern for school management. The provision of

adequate, safe, and appropriate facilities and infrastructure for learning needs is expected to further strengthen students' decisions in choosing RK Bintang Timur Rantauprapat Private High School as their secondary education destination.

The Influence of Brand Image on School Selection Decisions

Based on the results of multiple linear regression analysis, it was found that brand image (X3) has a positive and significant influence on students' decisions in choosing a school. This is indicated by the brand image regression coefficient value of 0.218 with a significance level of 0.029 (<0.05). This finding indicates that the better the school image formed in the minds of students, the greater the tendency of students to choose RK Bintang Timur Rantauprapat Private High School as a place to continue their education.

The findings of this study align with the concept of brand image proposed by Keller, who states that brand image is a collection of perceptions, beliefs, and associations stored in consumers' memories about a brand. In the context of education, schools can be viewed as a service brand, so the image formed will influence students' attitudes and decisions in determining their choice of school. Furthermore, Kotler and Keller explain that a strong and positive brand image will increase consumer trust and confidence in the quality of the products or services offered. Schools with a good image tend to be more easily accepted by prospective students because they are considered capable of providing benefits and educational experiences that meet their expectations.

In this study, brand image is measured through three main indicators, namely strength, acceptance or liking (favorability), and uniqueness of the school brand. Based on the analysis, these indicators were generally perceived positively by students, thus contributing to their decision to choose a school. The indicator with the strongest influence was acceptance or liking for the school's brand, indicating that students felt proud to be part of RK Bintang Timur Rantauprapat Private High School and considered the school to have a good reputation in the community. This positive perception strengthened students' confidence in making their school choice.

The next influential indicator is the uniqueness of the school brand. The uniqueness of RK Bintang Timur Rantauprapat Private High School is reflected in the character of the Catholic school which emphasizes the formation of discipline, character, and religious values integrated into daily learning activities and school culture. Furthermore, the school's distinctive character-building approach, close teacher-student relationships, and a conducive and orderly learning environment distinguish it from other schools that tend to focus solely on academics, providing students with added value in their school choices. Meanwhile, brand strength indicators also contribute to student decisions, although their influence is relatively less significant than other indicators. This shows that the decision to choose a school is not only determined by the school's level of popularity, but also by the positive perception and uniqueness of the school.

Thus, the results of this study show that brand image has an important role in influencing students' decisions in choosing a school. Therefore, the school needs to maintain and improve its positive image through consistent quality of education, achievement, and good relations with the community so that the brand image of RK Bintang Timur Rantauprapat Private High School becomes stronger and more sustainable.

The Influence of Educational Quality, School Facilities, and Brand Image on School Selection Decisions

Based on the results of the test of the influence of independent variables simultaneously through the F test, it is known that the quality of education (X1), school facilities (X2), and brand image (X3) simultaneously have a significant effect on students' decisions in choosing schools (Y). This is evidenced by the calculated F value of 32.594 which is greater than the F table value and a significance value of 0.000, which is smaller than the significance level of 0.05. Thus, it can be concluded that the three independent variables together have an important role in influencing students' decisions to choose RK Bintang Timur Rantauprapat Private High School.

These results show that students' decisions in choosing a school are not influenced by a single factor, but rather are the result of a combination of the quality of education provided by the school, the availability of learning support facilities, and the image of the school formed in the eyes of students and the community. These three variables complement each other and collectively shape students' perceptions of schools, which then influence their final decision to choose a school. The coefficient of determination analysis reveals that 39.5% of the variation in students' school choices can be explained by educational quality, school facilities, and brand image simultaneously, while the remainder is influenced by factors outside the research model. This finding suggests that while these three variables have a significant influence, students' school choices are also influenced by other personal and contextual considerations.

Based on the results of the frequency distribution of respondents' perceptions of the variables of the decision to choose a school, it is clear that some respondents are in the neutral category towards several indicators of the decision to choose a school. This condition indicates that students do not completely base their decision to choose a school on just one particular aspect, but rather consider various factors simultaneously according to their individual needs and preferences.

This neutral attitude can be interpreted as students being rational and selective in their decision-making. They don't rely solely on initial information, aren't completely tied to a particular school's image, and don't always rely on recommendations from others. Instead, students tend to combine personal judgment with information gathered from their environment before making a final decision.

The implication of this finding is that schools need to manage the quality of education, school facilities, and brand image in an integrated and sustainable manner. Improving one aspect without balancing it with other aspects has the potential to reduce effectiveness in attracting student interest. Therefore, school development strategies should be directed at improving the quality of education, providing adequate facilities, and consistently strengthening the school's image so that students' decisions in choosing schools can continue to improve.

CONCLUSIONS

Based on the results of the data analysis and discussion described in the previous chapter, the following conclusions can be drawn: (1) The quality of education influences students' decisions in choosing RK Bintang Timur Rantauprapat Private High School, where the influence is positive and significant. (2) School facilities influence students' decisions in choosing RK Bintang Timur Rantauprapat Private High School, with the influence being positive and significant. The availability of adequate facilities and infrastructure is a key supporting factor in shaping students' school choices. (3) Brand image influences students' decisions in choosing RK Bintang Timur Rantauprapat Private High School, with a positive and significant influence. A good school image and positive reputation in the community can increase students' confidence in their school choice. (4) Educational quality, school facilities, and brand image simultaneously had a positive and significant influence on students' decisions in choosing RK Bintang Timur Rantauprapat Private High School. This indicates that students' decisions were influenced by the combination of these three variables.

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