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The Influence of Educational Promotion and Brand Image on Students Decision to Choose Madrasah

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A B S T R A C T

Promotion is all efforts made by educational institutions to introduce services to prospective new students, persuade/provide information so that consumers are interested. Besides that, brand image also greatly influences the number of prospective new students in educational institutions. A positive brand image is a very valuable asset and a strong capital to influence prospective new students. The existence of promotional activities and a good brand image will influence the students' decision to choose the educational institution. This study uses a quantitative research method with a causality approach. The sample in this study were 84 respondents using a proportionate random sampling technique, namely where all members have the same opportunity to be sampled according to their proportions. Data collection was carried out by distributing questionnaires to respondents and tested using multiple linear regression tests with the help of SPSS 22. The results showed that the promotion variable (X1) had a positive and significant effect on the decision to choose (Y1), seen from testing the hypothesis T test where tcount > t table (2.635> 1.989) and a significant level of less than 0.05 (0.010 <0.05), brand image variable (X2) has a positive and significant influence on the decision to choose (Y1), seen from testing the hypothesis t test where tcount > ttable (4.449> 1.989) and a significance value of less than 0.05 (0.000 <0.05), the promotion variable (X1) and brand image (X2) on the decision to choose (Y1) have a simultaneous effect, seen from the F test, namely Fcount > Ftable (26.601 > 3.11) and a significance level of less than 0.05 (0.000 > 0.05).

A R T I C L E   I N F O

INTRODUCTION

The large number of educational institutions that have been established, especially state or private high schools and madrasas, makes them compete with one another to win the hearts of the community. This competition certainly makes educational institutions compete with each other in strategies to market their educational institutions. This is where educational institutions need marketing management. In marketing management there are promotions and brand image. Among the many marketing variables, promotion has an influence on the interest of new students in madrasas (Azkiyah, Kartiko, & Mitra Zuana, 2020). Promotion is an activity or effort to introduce and inform the general public about a product so they want to buy the product being offered (Cahyono & Kurniawan, 2017; K. Kotler, 2010). Promotion has several objectives, including disseminating information about goods or services, increasing profits, reaching new consumers, maintaining consumer loyalty, maintaining market stability, differentiating products from others, forming a service image and changing consumer opinion behavior. (P. Kotler & Lane, 2009) Indicators of promotion include advertising, sales promotions, personal sales, public relations, and direct sales.

Brand image is a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of these elements that has distinguishing power and is used in trading activities for goods or services (Isdarmanto, 2020). Brand image is one of the variables that influences students in choosing a school or madrasa (Roziqin & Rozaq, 2018). Image is an impression obtained in accordance with someone's knowledge and understanding of something. A good image of an organization will have a beneficial impact, while a bad image will be detrimental to the organization (Huda, 2018; Sutrisno et al., 2023). Brand image has indicators of attributes, benefits and brand attitudes.

Based on the description above, two problem formulations can be drawn, first, does promotion and educational brand image partially influence students' decisions to choose a Madrasah? secondly, does promotion and educational brand image simultaneously influence students' decisions to choose a Madrasah? while the aim of this research problem is to determine the influence of promotion and educational brand image partially on students' decisions to choose a madrasa and to find out the influence of promotion and educational brand image simultaneously on students' decisions to choose a madrasa.

Promotion has a positive and significant influence on students' decisions in choosing a school. (Mamlukhah & Setiawan, 2022) revealed that 86.60% of 53 respondents stated that promotions influenced students' decisions in choosing a school. (Sirait & Sisnuhadi, 2021) revealed that promotions through celebrity endorser social media had an impact on the decision to choose a madrasa. This was revealed by (Suryani, 2016) revealed that brand image has an important influence on students in choosing a study program. Apart from Suryani (Dhevi, 2018)revealed that brand image partially has a significant and positive influence on voting decisions using indicators of public relations, brand interest, brand talk, brand experience and brand image. Other research which states that the decision to choose a school is influenced by brand image was conducted by (Kango, Kartiko, & Maarif, 2021; Kango, Kartiko, Zamawi, Gorontalo, & Ummah, 2019). Based on the description in the previous section, a hypothesis can be drawn that partially promotion and brand image have a significant influence on the decision to choose a madrasa and simultaneously the decision to choose a madrasa is influenced by promotion and brand image.

METHODS

The type of research used is quantitative research because the data used in this research is expressed in the form of

numbers and analysis uses statistics to measure and obtain research results through questionnaires. This research uses a causality approach, namely to determine the causal relationship between variables.

Population is a generalization area consisting of objects/subjects that influence certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn ((Ari Kartiko, Sanusi Anwar, 2021; Arikunto, 2010); Arikunto, 2010), including all characteristics and traits possessed by the subject or The population object in this research is all class X students at MA NU SUNAN GIRI. The sampling technique in this research uses probability sampling technique.

The data collection method in this research uses a questionnaire. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Anwar, 2011). The data collection method used in this research uses primary data, namely data sources that directly provide data to data collectors (Umi, Narimawati., Sri Dewi, Anggadini., Linna, 2011). The measurement method with Likert scale consists of 4 (four) alternatives. The categorization of answers is explained as follows a. Strongly Agree (4), Agree (3), Disagree (2), Strongly Disagree (1) (Joshi, Kale, Chandel, & Pal, 2015).

The classical assumption test consists of the normality test, linearity test, heteroscedasticity test and multicollinearity test. The normality test is used to test whether the resulting residual values and regression are normally distributed or not. To determine whether the distribution of each variable is normal or not, the formula used in this normality test is the Kolmogorov Smirnov formula. The aim of the linearity test is to find out whether the variables have a linear relationship or not significantly. This test can be used to find out whether the data used is correct or incorrect. The heteroscedasticity test is a residual assumption test with non-constant variance. The multicollinearity test is a test to determine whether or not there is a

significant correlation between the independent variables of the model and those studied. After carrying out the classical assumption test, hypothesis testing is then carried out using multiple linear regression tests, coefficient of determination tests, T tests and F tests (Sugiyono, 2017).

RESULTS AND DISCUSSION
Result

Based on the rules that can be used to determine whether a distribution is normal or not, that is, if $p > 0.05$ then the distribution will be said to be normal and vice versa if $p < 0.05$ the distribution can be declared abnormal. This can be seen in the following table:

Tabel 1
Hasil Uji Normalitas Distribusi
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		84
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.81145474
Most Extreme Differences	Absolute	.062
	Positive	.051
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200[c,d]

Based on the results of the normality test using the Kolmogorov Smirnov method, it is known that the significance value of the normality test is 0.200, which is greater than 0.05 (0.200 > 0.05), so it can be concluded that the normality test in this study is stated to have a normal distribution.

Tabel 2 Hasil Uji Linieritas

Variabel	*Devition From Linearity*	Keterangan
(X1),(Y)	0,165	Linier
(X2),(Y)	0,682	Linier

Based on the results of the linearity test above, it is known that the Deviation from Linearity sig value of the two variables is greater than 0.05. Therefore, there is a linear relationship between the Promotion variable (X1) on the Choosing Decision (Y), and the Brand Image variable (X2) on the Choosing Decision (Y).

Tabel 3
Hasil Uji Heteroskedastisitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.417	2.358		1.025	.309
Promosi	-.032	.053	-.079	-.610	.543
Brand Image	.019	.063	.040	.308	.759

Based on the results of the heteroscedasticity test using the Glajser test above, it is known that the significance results of variable X1 (Promotion) show 0.543 above the standard significance value of 0.05 = (0.534 > 0.05) and the significance results of variable from a significance value of 0.05 = (0.759 > 0.05). So it can be concluded that there is no heteroscedasticity problem.

Tabel 4 Hasil Uji Multikolinieritas

Variabel	Tolerance	VIF	Keterangan
X1	0,731	1,368	Non Multikolinieritas
X2	0,731	1,368	Non Multikolinieritas

Based on the results of the multicollinearity test, the independent variable shows that the VIF value is 1.368, where the value is smaller than 10 (1.368 < 10.00), and the independent variable shows that the Tolerance value is 0.731, where the value is greater than 0.1000 (0.731 > 0.1000). So it can be concluded that it is free from multicollinearity. The results of multiple linear hypothesis testing can be seen in table 5 below.

Tabel 5 Hasil Analisis Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	6.190	3.834		1.614	.110
Promosi	.226	.086	.266	2.635	.010
Brand Image	.454	.102	.449	4.449	.000

Based on the test results in the table above, it can be seen that the regression equation for the influence of promotion (X1) is 0.226 and brand image (X2) is 0.454 with a constant value of 6.190 so that the regression equation can be seen as followsa constant value of 6.190 so that the regression equation can be seen as follows : Y = 6,190+0,226+0,454+e.

Based on the coefficient values from the results of the multiple linear regression formulation, it can be explained that the first constant value (a) = 6.190, this means the price is constant, if the promotion variables (X1) and brand image (X2) = 0, then the decision to choose = 6.190. The second promotion regression coefficient value (X1) = 0.226. This means that if every increase in promotion (X1) is 1%, then the decision to choose will also increase by 0.226. This shows that the promotional variables provided contribute positively to voting decisions. The third value of the brand image regression coefficient (X2) = 0.454. This means that if every increase in brand image (X2) is 1%, then promotion will increase by 0.454. This shows that the brand image variables provided contribute positively to voting decisions.

Next is a test of the coefficient of determination of promotion and brand image on the decision to choose simultaneously, which can be seen from the calculation using the summary model using SPSS 22, specifically the R Square (R2) figure below:

Tabel 6 Hasil Uji Koefisien Determinasi

Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630^a	.396	.382	1.83368

The figure for R Square (R2), namely 0.396, can be seen in table 4.10 Model summary. This figure can be used to see the magnitude of the influence of promotion and brand image on voting decisions, namely 0.396 (39.6%), while the remaining 60.4% is influenced by variables not examined in this research.

In order to find out the magnitude of the influence of promotion and brand image variables on the decision to choose work individually (partially), you can use the t-test to find out how big the influence of the variables is with an error rate of 5% (0.05). This test is carried out by looking at the significance column of each independent (free) variable with a significance level of > 0.05. The tests carried out can be seen in the following table.

Tabel 7 Hasil Uji T (Parsial)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.190	3.834		1.614	.110
Promosi	.226	.086	.266	2.635	.010
Brand Image	.454	.102	.449	4.449	.000

The table above can be explained, the first is the influence of promotions on voting decisions. Seen from table 7, the tcount number is 2.635, for the significance level we use 0.05 and the sample size is 84, and the ttable value = (a/2; n-k1 = (0, 05/2; 84-2-1) = (0.025; 81) = 1.989. Second, based on the calculation results, the figure obtained at tcount is 2.635> ttable of 1.989, as well as a significance value of 0.010 <0.05, meaning that there is a significant influence from promotion on decision to choose, the magnitude of the influence of promotion on the decision to choose is 0.226 or 22.6%. Third, the influence of brand image on the decision to choose is seen in table 4.15, the t-count is 4.449. For the significance level, use 0.05 and the number of samples is 84, and the value ttable = (a/2; n-k-1 = (0.05/2; 84-2-1) = (0.025;81) = 1.989. Fourth, based on the results of the calculations, the total number is 4.449 > ttable is 1.989 and the value is significant 0.000 < 0.05, meaning that there is a significant influence between brand image on choosing decisions. The magnitude of the influence of brand image on voting decisions is 0.454 or 45.4%.

To find out whether the summary model above is right or wrong, a hypothesis test (F test) is needed. Hypothesis testing uses the F number as stated in the results table from SPSS 25 below.

Tabel 8 Hasil Uji F (Simultan)

ANOVA[a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	178.885	2	89.442	26.601	.000[b]
Residual	272.354	81	3.362		
Total	451.238	83			

Calculations for this test are carried out using 2 methods. First, by comparing the size of the Fcount number with Ftable. Second, by comparing the numbers at the significance level (sig) of the results of research calculations with a significance level of 0.05 (5%).

1. Comparing the magnitude of the Fcount number with Ftable, it can be seen that Fcount from SPSS is 26.601, by looking at Ftable = k; n-k = (2; 84-2) = (2; 82) so that a figure of 3.11 is obtained with an error rate of 5%. From the results of these calculations it has been found that Fcount is 26.601 > Ftable is 3.11 so it can be concluded that there is a positive simultaneous influence between promotion and brand image. Therefore, the coefficient of determination test above is appropriate and also true that the magnitude of the influence is 39 .6% and 60.4% are influenced by other variables outside the variables studied.

2. The level of significance of the research calculation results with a significance level of 0.05. Based on the calculation results above which show that the significant figure is 0.000 < 0.005, it can be concluded that there is a significant influence of promotion and brand image on the decision to choose

Discussion
The Influence of Educational Promotion on Students' Decisions to Choose Schools

Based on hypothesis testing, the results of this research show that promotion has a positive and significant effect on students' decisions to choose MA NU SUNAN GIRI, this is proven by looking at the significance value in the multiple regression test which is smaller than the 0.05 significance level, namely 0.010 and the t-count value is greater than ttable, namely 2.635>1.989.

According to Kotler and Armstrong, promotion is a means by which companies attempt to inform, persuade and remind consumers either directly or indirectly about the products and brands they sell. (Sirait & Sisnuhadi, 2021) The promotions carried out by MA NU SUNAN GIRI can be said to be very good, so it can be said that the

promotional activities carried out by MA NU SUNAN GIRI can make many students register every year and become famous in the community.

In this regard, promotion has several indicators that researchers have tested, including advertising, sales promotion, personal sales, public relations, and direct sales. From several of these indicators, it was found that the indicator with the highest value is direct sales, where direct sales is defined as one of the methods applied in offering services and goods, which is carried out directly or face to face (meeting consumers directly), which means that direct selling is related to with consumers who meet directly with the PPDB committee (admission of new students) or MA NU SUNAN GIRI.

MA NU SUNAN GIRI has its own way of carrying out promotional activities, the most interesting thing is that teachers at MA NU SUNAN GIRI are also required to put up billboards in front of their houses so that those who want to register can go through the teacher, and also every junior high school, most Many people who register at MA NU SUNAN GIRI will receive rewards directly from MA NU SUNAN GIRI. Not only teachers but students also participate in promoting this educational institution.

According to Buchari Alma, promotion is a type of communication that provides a convincing explanation to potential consumers about the goods and services that we want to sell. (Alma, 2016) Meanwhile, according to Tjiptono, promotion is a marketing communication, meaning marketing activities that try to disseminate information, influence/persuade and or increasing the target market so that they are willing to accept, buy and be loyal to the products offered by the company in question. (Fandy, 2008) Responding to this opinion, researchers found that there were indicators with quite moderate values, namely sales promotion and individual sales, which were sales promotion. is defined as the activity of a company or educational institution to sell products or services that are marketed in

such a way as to encourage consumers to buy or choose. Meanwhile, personal selling is defined as interaction between individuals, meeting each other face to face, which is intended to create, improve, control or maintain mutually beneficial exchange relationships with other parties.

Based on the explanation that the researcher explained, it can be concluded that if promotional activities can be maintained and even increased, students' decisions in choosing this educational institution will always increase. Vice versa, if promotional activities are lacking or not good then there will be fewer students deciding to choose that educational institution because they do not know what the advantages of that institution are.

This research is strengthened by previous research, namely (Dwi et al., 2019)entitled "The Influence of Promotions and Prices on Students' Decisions to Choose to Study at the Sukma Medan College of Management Sciences". The research results show that the promotion variable has a positive and significant influence on the decision to choose. (Dwi et al., 2019) So that educational institutions must always increase promotional activities so that the educational institution is well known in the wider community and more and more people choose this educational institution. Apart from that, it is also strengthened by previous research (Murti, 2019), entitled "The Influence of Brand Image, Promotion and Education Costs on Students' Decisions to Continue Studying in the Economic Education Study Program" with research results that the promotion variable has a significant effect on students' decisions to choose the Economic Education study program at STKIP PGRI Tulungagung. (Murti, 2019).

The similarities in the research results above mean that promotional activities can improve students' decisions in choosing an educational institution. With promotional activities, you can also provide information to the wider community so that the wider community knows more about the educational institution that is being

promoted. The magnitude of the influence of promotion on students' decisions to choose MA NU SUNAN GIRI is 0.226 or 22.6%, while the remaining 77.4% is influenced by other variables not included in the research.

The Influence of Educational Brand Image on Students' Decisions to Choose Schools

Based on the results of the hypothesis test, this research shows that brand image has a significant positive influence on students' decisions to choose MA NU SUNAN GIRI, which is proven based on the results of the hypothesis in this research showing that brand image has a significant influence on the decision to choose. This is proven by the significance value in the multiple regression test which is smaller than the 0.05 significance level, namely 0.000 and the tcount value is greater than ttable, namely 4.449 > 1.989.

According to Kotler and Keller, brand image is a perception and belief held by consumers, as reflected by associations embedded in consumers' memories. (P. Kotler & Lane, 2009) Brand image is really needed by educational institutions, especially MA NU SUNAN GIRI is aimed at forming perceptions or beliefs in the minds of the public so that more prospective students register. Brand image has several indicators that researchers use in this research, namely, attributes, benefits and brand attitudes. Of these indicators, there is the highest indicator, namely brand attitude, which is what educational consumers believe about the chosen educational institution and the extent to which consumers believe that the service has certain attributes or benefits and evaluative assessments of these beliefs, where MA students NU SUNAN GIRI is confident and believes that studying at MA NU SUNAN GIRI brings benefits such as many being accepted into well-known universities through achievement and report cards, many achieving achievements and being able to speak international languages.

This research is supported by previous research conducted by Sani Gazali and Ardi Paminto (2016) entitled "The Influence of Brand Image and Promotional Mix on Student Decisions in Choosing the Balikpapan Civil Economics College" with research results that the brand image variable has a significant influence on student decisions. choose. (Gazali & Paminto, 2016) Research conducted by Ade Nia Suryani (2018) entitled "The Influence of Brand Image and Education Costs on Students' Decisions in Choosing a Management Study Program at Stie Rahmaniyah Sekayu (Case Study of Management Study Program Students Class of 2013/ 2014)" with research results that the brand image variable has a positive influence on students' decision to choose. (Suryani, 2016) Research conducted by Research conducted by Tri Kresna Murti (2019) entitled "The Influence of Brand Image, Promotion and Education Costs on Students' Decisions to Continue their Studies In the Economic Education Study Program" with research results, the brand image variable has a significant influence on students' decisions to choose the Economic Education study program at STKIP PGRI Tulungagung. (Murti, 2019)And research conducted by (Jannah, 2019) entitled "The Influence of Brand Image, Size, and Location on the Decision of Class of 2018 Students to Choose UIN Sunan Ampel Surabaya" with the research results of the brand image variable having a positive and significant influence on the decision of students of the class of 2018 to choose UIN Sunan Ampel Surabaya. (Jannah, 2019).

The similarities in the research results above mean that brand image is very necessary in educational institutions. Having a brand image can make an institution even more motivated to become even better, both in terms of service quality, performance and other fields. A strong brand image can provide consumers with a good experience when using the products or services we have so that they have high loyalty. The magnitude of the influence of brand image on students' decisions to choose MA NU SUNAN GIRI is 0.454, meaning that brand image influences the decision to choose by 45.4% while the remaining 54.6% is

influenced by other variables not included in this research.

The Influence of Educational Promotion and Brand Image on Students' Decisions in Choosing a School.

This research shows that there is a positive and significant relationship between promotion and education brand image together on voting decisions, as evidenced by the significance value in the multiple regression test which is smaller than the 0.05 significance level, namely 0.000 and the Fcount value is greater than Ftable. , namely 26.601 > 3.11. Educational institutions that have good promotional activities will foster a positive image in the minds of the public so that the wider community will be interested in registering at the institution, or in other words, the better the promotional activities and the public's assumptions are always positive about the institution's brand image, the student's decision to choose will always increase.

Promotion is a type of communication that provides convincing explanations to potential consumers about the goods and services we want to sell. (Alma, 2016) Promotion is an attraction or techniques used to attract prospective new students to choose the right educational institution we offer. Promotion is very important to do because people need information or a general idea about the educational institution they will choose. Likewise, the brand image of educational institutions must be positive in the minds of the public. A positive image is a very valuable asset in the world of marketing and also a strong basic capital in influencing customer expectations and needs. In this way, potential consumers will be interested in registering. (Muhaimin & Dkk, 2009) MA NU SUNAN GIRI has promotional activities and a good and positive brand image in the minds of the public, thus creating good results where every year students who register always increase. Of course, in this case educational institutions must support carrying out promotional activities and the image of the institution must be maintained

so that in the future more and more people will choose that institution.

Judging from the discussion, it was found that the results stated that MA NU SUNAN GIRI had quite good promotional activities, a very good brand image and high voting decisions, then viewed from the indicators that researchers gave to class X MA NU SUNAN GIRI students, in promotional activities and Educational brand image is proven to influence voting decisions. According to Kotler and Keller, the purchase or choice decision is the final decision made by consumers based on preferences between brands in the choice set. ((P. Kotler & Lane, 2009) Meanwhile, in the decision to choose, there is the highest indicator, namely having self-confidence, from This indicator can be seen that students feel confident and believe that studying at MA NU SUNAN GIRI can be profitable for them. The magnitude of the influence of education promotion and brand image in this study was 39.6% and 60.4% influenced by other variables outside the variables studied.

CONCLUSION

Based on the results of the T test that has been carried out, the promotion variable on the decision to choose has a positive and significant influence. This can be concluded from the test results using SPSS version 22, namely the calculation results obtained at tcount of 2.635 > ttable 1.989 and a significance value of 0.010 <0.05, meaning that there is a significant influence between promotion and partial voting decisions. Based on the T test carried out, the brand image variable on the decision to choose has a positive and significant influence, this is proven by the test carried out with the results of a t count of 4.449 > t table of 1.989 and a significance value of 0.000 < 0.05, meaning that there is a significant influence between brands. image on partial voting decisions

Based on the results of the F test carried out, the promotion and brand image variables on the decision to choose have a positive and significant influence, with the results of the test carried out namely Fcount

of 26.601 > Ftable of 3.11 and a significance value of 0.000 <0.05, so it can be concluded that There is a positive simultaneous influence between promotion and brand image on voting decisions

For future researchers, it is hoped that this research can be used as reference material in conducting research in the future, especially regarding promotions and brand image regarding voting decisions. In this research, there are still many shortcomings and is still far from perfect, so that future researchers are expected to be able to develop and perfect the research to be better

Conclusions present a summary of the description of the results and discussion, referring to the research objectives. Based on these two things, new main ideas are developed which are the essence of the research findingsvenenatis. Quisque pellentesque pretium justo, nec congue nisl

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AUTHORS' NOTE

In writing this article, the research team did not have any particular interests so that the research could be carried out objectively and truthfully, and did not commit acts of plagiarism or original research results..

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