

## ABSTRAK

Penelitian ini bertujuan untuk menguji serta menganalisa pengaruh *word of mouth*, *brand image*, kualitas pelayanan terhadap keputusan orang tua memilih pendidikan di SDIT Hasanah Fiddaroin.

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Sampel yang digunakan penelitian ini merupakan orang tua murid yang menyekolahkan anaknya di SDIT Hasanah Fiddaroin dengan jumlah sampel 67 responden. Teknik pengumpulan data menggunakan metode penyebaran kuesioner. Analisis data menggunakan regresi linear berganda dengan program software SPSS (*Statistical Product and Service Solution*) versi 26.0.

Hasil penelitian menunjukkan bahwa *word of mouth* berpengaruh positif dan tidak signifikan terhadap keputusan orang tua memilih pendidikan di SDIT Hasanah Fiddaroin. *Brand image* berpengaruh positif dan signifikan terhadap keputusan orang tua memilih pendidikan di SDIT Hasanah Fiddaroin. Kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan orang tua memilih pendidikan di SDIT Hasanah Fiddaroin.

**Kata Kunci :** *Word of Mouth*, *Brand Image*, Kualitas Pelayanan, Keputusan Memilih

## ABSTRACT

*This research aimed to examine and analyze the effect of word of mouth, brand image, and service quality on the parent's decision to choose their children's education at SDIT Hasanah Fiddaroin.*

*The research was quantitative. Moreover, the population was parents whose children studied at SDIT Hasanah Fiddaroin. The sample was 67 respondents. Furthermore, the instrument in the data collection technique was a questionnaire. The questionnaires were distributed to the respondents. Additionally, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 26. 0 version.*

*The result showed that word of mouth had a positive but insignificant effect on the parent's decision to choose their children's education at SDIT Hasanah Fiddaroin. On the other hand, the brand image had a positive and significant effect on the parent's decision to choose their children's education at SDIT Hasanah Fiddaroin. Likewise, service quality had a positive and significant effect on the parent's decision to choose their children's education at SDIT Hasanah Fiddaroin.*

**Keywords:** *Word of Mouth, Brand Image, Service Quality, Decision to Choose*

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