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# Analysis of the Influence of Digital Marketing and Facilities on Parents' Decision to Enrol Their Children at Playfield Elementary School Jakarta with Brand Image as the Intervening Variable

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**ABSTRACT**

This study aims to examine the influence of Digital Marketing and Facilities on the Decision to enroll children at SD Playfield Jakarta, with Brand Image as the mediating variable. Data were collected from 33 respondents who are parents of students at SD Playfield Jakarta using the purposive sampling technique. The results of the multiple regression analysis indicated that Digital Marketing (t = 0.188, p = 0.852) and Facilities (t = -0.630, p = 0.534) did not have a significant influence on Brand Image. However, Brand Image demonstrated a significant positive impact on the Decision to enroll children (t = 3.498, p = 0.002). The coefficient of determination showed that 37.2% of the variability in enrolment decisions can be explained by Digital Marketing, Facilities, and Brand Image. The F-test indicated that the overall regression model is significant (F = 5.718, p = 0.003). In conclusion, while Digital Marketing and Facilities may not directly affect Brand Image, enhancing Brand Image can positively influence parents' decisions to enroll their children at SD Playfield Jakarta. It is recommended that the school strengthen its marketing strategies and improve facilities to enhance its Brand Image, thereby supporting increased parental enrolment decisions.

## Introduction

The progress of the nation is greatly influenced by the role of education in improving the quality of its people so that education is a basic need for all levels of society in Indonesia (Salsabila et al., 2024). By Law of the Republic of Indonesia Number 20 of 2003 concerning the National Education System, education is a conscious and planned effort to create a learning atmosphere that develops individual potential in spiritual aspects, self-control, personality, intelligence, morality, and skills needed by society and the state. To achieve this goal, every educational institution must ensure the availability of adequate facilities and infrastructure as stipulated in the Regulation of the Minister of

Education, Culture, Research, and Technology Number 22 of 2023. Playfield, a private school that was newly established in West Jakarta in 2020, also faces challenges in increasing the number of students each school year, where the target of new student admissions has not been achieved every year (Wahdini & Setyobudi, 2022).

**Table 1**
**Data on the Number of New Student Admissions for the 2020/2021 to 2023/2024 school year**

| School Year | Number of New Students | Target New Students |
|---|---|---|
| 2020/2021 | 16 | 48 |
| 2021/2022 | 34 | 48 |
| 2023/2024 | 21 | 48 |

Based on data on new student admissions at SD Playfield Jakarta from the 2020/2021 to 2023/2024 school year, it can be seen that the target of new student admissions has never been achieved since this school was established. Although there was an increase in the number of new students by 18 students in the 2021/2022 school year, this number decreased again by 13 students in the 2023/2024 school year. This attracted the author's attention to research the factors that affect parents' decision to choose the school, considering that Playfield has an expensive school image but is comparable to its superior facilities, including more sports lessons than other schools. According to the author, the target of new students every year has not been achieved can be caused to several factors, such as the status of the school which is still new, not yet nationally accredited, and relatively high school fees. One strategy that can increase the number of new students is through digital marketing, where Playfield has leveraged platforms such as Instagram to promote school achievement and activities. Digital marketing, according to (Zed et al., 2023), is a marketing effort through devices connected to the internet to communicate with potential consumers through online channels.

Using digital marketing, it is hoped that the playfield can be increasingly known in the community so that the number of students can increase every year. This Digital Marketing is expected to introduce SD Playfield even more widely because now more and more people are getting information through the internet. This is supported by (Smith et al., 2017) as many as 69% of consumers use the Internet and social media to share information about products and services, which presents an opportunity for businesses to conduct massive online marketing to reach and connect with them. Playfield strives to introduce its educational institutions through Digital Marketing. Internet users in Indonesia as of June 2022 reached 210 million (Puspita et al., 2022) which positioned Indonesia as the fourth largest internet user in the world after China, India, and the United States. Successful online marketing requires resources to create content and build a qualified following.

Through digital marketing, Playfield seeks to highlight the advantages of its facilities that are more attractive than other private schools in West Jakarta, especially in the field of sports. In addition to public facilities such as science laboratories and a library, Playfield offers outstanding sports facilities, including FIBA-standard basketball courts,

swimming pools, water parks, tennis courts, futsal, badminton, trampolines, playgrounds, and gymnastics halls. Good educational facilities not only support the teaching and learning process but also attract parents to choose a school for their children. Research by Gusti Hidayat and Hery Margono states that facilities have a significant influence on the decision to choose a formal school. Similarly, research by Rusmaidi Fetra and colleagues stated that good facilities increase customer interest in returning to use the service. Therefore, the quality and availability of adequate facilities at Playfield are expected to increase parents' interest in sending their children to this school. Learning facilities according to Sopiatin (2010: 73) are all devices or equipment, materials, and furniture that can be used in the educational process.

Parents choose schools for their children, in addition to the influence of digital marketing and facilities as well as brand image. According to ((Kotler & Armstrong, 2008) brand image is a set of consumer beliefs about a particular brand. So far, Playfield has a brand image as a new school with expensive tuition fees but has other advantages, namely, the integration of the sports curriculum which greatly facilitates kinesthetic children and has more interest in the world of sports. Brand Image also influences the decision to choose a school. This is supported by research conducted by (Wulandari et al., 2019) in their journal entitled The Influence of Brand Image, Price and Facilities on Students' Decisions to Choose to Study at the Lp3i Medan Polytechnic Medan Medan Baru Campus (2019) where Brand image has a positive and significant effect on interest in the LP3I Medan Polytechnic Medan Medan Baru Campus.

## Method

This study uses a field-based quantitative approach that aims to observe the influence of digital marketing and facilities on parents' decisions in sending their children to SD Playfield Jakarta, with the brand image as an intervening variable. Data collection was carried out using a questionnaire with a 5-point Likert scale, to measure respondents' perception of the variables studied. Data analysis involves validity, reliability, and classical assumption tests, including normality, multicollinearity, heteroscedasticity, and autocorrelation tests, to ensure valid data and appropriate regression models. Hypothesis testing is carried out through path analysis and the Sobel test to test the direct and indirect influence between variables.

This research lasted for one month, from June 1 to June 30, 2024, with a population of parents of students at Playfield Elementary School Jakarta. Of the 79 parents of students who became the population, 33 were selected as samples using the purposive sampling technique based on the criteria of income above Rp 20,000,000 and a minimum high school education. Primary data is obtained through questionnaires shared online, while secondary data is collected from journals, books, articles, and websites. The data collection method uses a closed questionnaire with Likert scale analysis, and validity and reliability testing is carried out using SPSS version 29. This research is expected to provide practical insights for school development and become a reference for future research.

## Results and Discussion

### Digital Marketing Variable Validity Test (X1)

**Table 1**
**Results of the Validity Test of Digital Marketing Variables (X1)**

| X1 | Pearson Correlation | Sig | Information |
|---|---|---|---|
| **X1.1** | 0.770 | <0.001 | Valid |
| **X1.2** | 0.751 | <0.001 | Valid |
| **X1.3** | 0.814 | <0.001 | Valid |
| **X1.4** | 0.399 | 0.021 | Valid |
| **X1.5** | 0.662 | 0.001 | Valid |
| **X1.6** | 0.527 | 0.002 | Valid |
| **X1.7** | 0.585 | <0.001 | Valid |
| **X1.8** | 0.803 | <0.001 | Valid |
| **X1.9** | 0.855 | <0.001 | Valid |
| **X1.10** | 0.760 | <0.001 | Valid |
| **X1.11** | 0.760 | <0.001 | Valid |
| **X1.12** | 0.730 | <0.001 | Valid |
| **X1.13** | 0.796 | <0.001 | Valid |
| **X1.14** | 0.835 | <0.001 | Valid |
| **X1.15** | 0.512 | 0.002 | Valid |
| **X1.16** | 0.539 | <0.001 | Valid |
| **X1.17** | 0.700 | <0.001 | Valid |
| **X1.18** | 0.689 | <0.001 | Valid |
| **X1.19** | 0.674 | <0.001 | Valid |

Based on the table above, it can be seen that each statement item in the Digital Marketing variable shows significant results with an error rate of 5% or r calculation greater than r in the table. Each statement item has a significant Pearson Correlation value with a p-value less than 0.05, and the correlation value of each item is greater than the critical value of the r table for a given degree of freedom.

This shows that all items in the Digital Marketing variable (X1) have a significant correlation with the total variable score so each statement submitted is considered valid in measuring the Digital Marketing variable (X1) and is suitable for use in this study. Thus, the results of the validity test indicate that the Cronbach used can be trusted to measure the concept intended in this study, namely Digital Marketing.

### Facility Variable Validity Test (X2)

**Table 2**
**Facility Variable Validity Test Results (X2)**

| X2 | Pearson Correlation | Sig | Information |
|---|---|---|---|
| X2.1 | 0.511 | 0.002 | Valid |
| X2.2 | 0.740 | <0.001 | Valid |
| X2.3 | 0.657 | <0.001 | Valid |
| X2.4 | 0.685 | <0.001 | Valid |
| X2.5 | 0.685 | <0.001 | Valid |
| X2.6 | 0.603 | <0.001 | Valid |
| X2.7 | 0.486 | 0.004 | Valid |
| X2.8 | 0.720 | <0.001 | Valid |
| X2.9 | 0.584 | <0.001 | Valid |
| X2.10 | 0.648 | <0.001 | Valid |
| X2.11 | 0.677 | <0.001 | Valid |
| X2.12 | 0.506 | 0.003 | Valid |
| X2.13 | 0.643 | <0.001 | Valid |
| X2.14 | 0.677 | <0.001 | Valid |

Based on the table above, it can be seen that each statement item in the Facility variable shows a significant result with an error rate of 5% or r calculation greater than r in the table. Each statement item has a significant Pearson Correlation value with a p-value less than 0.05, and the correlation value of each item is greater than the critical value of the r table for a given degree of freedom.

This shows that all items in the Facility variable (X2) have a significant correlation with the total variable score so each statement submitted is considered valid in measuring the Facility variable (X2) and is suitable for use in this study. Thus, the results of the validity test indicate that the Cronbach used can be trusted to measure the concept intended in this study, namely Facilities.

**Brand Image Variable Validity Test (Z)**

**Table 3**
**Brand Image Variable Validity Test Results (Z)**

| X2 | Pearson Correlation | Sig | Information |
|---|---|---|---|
| **X2.1** | 0.650 | <0.001 | Valid |
| **X2.2** | 0.781 | <0.001 | Valid |
| **X2.3** | 0.761 | <0.001 | Valid |
| **X2.4** | 0.768 | <0.001 | Valid |
| **X2.5** | 0.457 | 0.008 | Valid |
| **X2.6** | 0.730 | <0.001 | Valid |

Based on the table above, it can be seen that each statement item in the Brand Image variable shows a significant result with an error rate of 5% or r calculation greater than the r of the table. Each statement item has a significant Pearson Correlation value with a p-value less than 0.05, and the correlation value of each item is greater than the critical value of the r table for a given degree of freedom.

This shows that all items in the Brand Image (Z) variable have a significant correlation with the total variable score, so each statement submitted is considered valid in measuring the Brand Image (Z) variable and is suitable for use in this study. Thus, the results of the validity test indicate that the Cronbach T used can be trusted to measure the concept intended in this study, namely Brand Image.

**Test of the Validity of the Decision Variable to Send Children to School (Y)**

**Table 4**
**Results of the Validity Test of the Decision Variable to Send Children to School (Y)**

| And | Pearson Correlation | Sig | Information |
|---|---|---|---|
| **Y.1** | 0.532 | 0.001 | Valid |
| **Y.2** | 0.499 | 0.003 | Valid |
| **Y.3** | 0.662 | <0.001 | Valid |
| **Y.4** | 0.783 | <0.001 | Valid |
| **Y.5** | 0.71 | <0.001 | Valid |
| **Y.6** | 0.605 | <0.001 | Valid |
| **Y.7** | 0.621 | <0.001 | Valid |
| **Y.8** | 0.708 | <0.001 | Valid |
| **Y.9** | 0.855 | <0.001 | Valid |

Based on the table above, it can be seen that each statement item in the Child Purchase/Registration Decision variable shows significant results with an error rate of 5% or r calculation greater than r in the table. Each statement item has a significant Pearson Correlation value with a p-value less than 0.05, and the correlation value of each item is greater than the critical value of the r table for a given degree of freedom.

This shows that all items in the Buying/Registering Child (Y) variable have a significant correlation with the total variable score so each statement submitted is considered valid in measuring the Buying/Registering Child (Y) Decision variable and is suitable for use in this study. Thus, the results of the validity test indicate that the Cronbach used can be trusted to measure the concept intended in this study, namely the Decision to Buy/Register a Child.

**Reliability Test**

**Table 5**
**Reality Test Results**

| Variable | Alpha Cronbach Grades | Information |
|---|---|---|
| *Digital Marketing* | 0.930 | Reliable |
| Facilities | 0.872 | Reliable |
| Brand Image | 0.776 | Reliable |
| Purchase/Choice Decision | 0.842 | Reliable |

Based on table 5 above, it can be seen that all the variables studied in this study have an Alpha Cronbach value greater than 0.6 which means that every statement used in this study is reliable or reliable. This shows that if the statement is submitted repeatedly, the results will be consistent.

**Multicollinearity Test**

**Table 6**
**Multicollinearity Test Results Table**

| Coefficients | | | |
|---|---|---|---|
| Model | | Collinearity Statistics | |
| | | Tolerance | BRIGHT |
| 1 | *Digital Marketing* | 0.54 | 1.852 |
| | Facilities | 0.473 | 2.112 |
| | *Brand Image* | 0.601 | 1.663 |

Based on the results in the table above, the VIF values for the Digital Marketing, Facilities, and Brand Image variables are all below 10. This shows that the independent variables in the regression model do not have a high correlation with each other, so the assumption of non multicollinearity is met. Thus, the results of the regression analysis can be interpreted more accurately, and the estimated regression coefficient can be trusted.

**Sobel X1 Test Results on Y Through Z**

Based on the path analysis values that have been obtained above, it can be known:

a= 0.074 Sa=0.061

b = 1.045 Sb=0.299

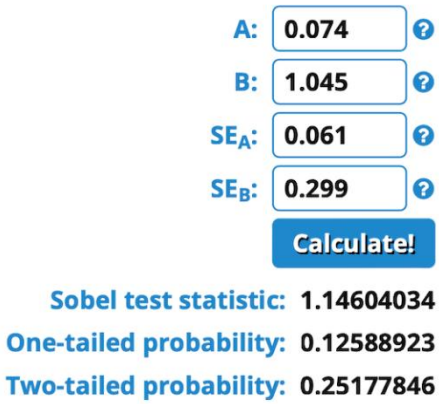


**Figure 1 Results of the Digital Marketing Variable Sobel Test on The decision to Send Children to School Through Brand Image**

As a result of the calculation above, the results of the Sobel test were obtained at 1.1460 and the significance of the One-tailed probability was 0.1258. Because the p-value > 0.05, it can be concluded that Digital Marketing (XI) does not have a significant impact on the decision to enroll children in SD Playfield (Y) through Brand Image (Z). To determine the indirect influence of Xl on Y through Z, the multiplication of the beta value of XI to Z and the beta value of Z to Y is calculated, which is 0.074 x 1.045 = 0.0773. The total influence given by XI on Y through Z is obtained from the calculation of the sum between the value of the direct influence of Xl on Y and the indirect influence of X1 on Y through Z, which is 0.019 + 0.0773 = 0.0963 or 9.63%.

**Sobel X2 Test Results on Y Through Z**

a= 0.234 Sa=0.096

b = 1.0 45 Sb=0.299

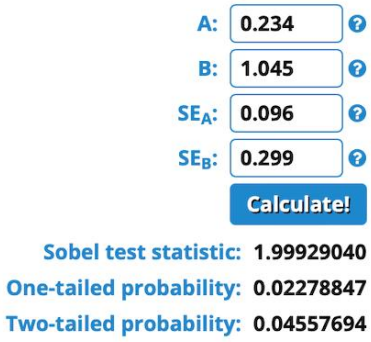


**Figure 2 Results of the Sobel Test of Facility Variables The decision to Send Children to School Through Brand Image**

Based on the calculation results, the statistical value of Sobel obtained is 1.9993 with a significance value in the one-sided test of 0.023. Because the p-value < 0.05, it can be concluded that Facilities (X2) have a significant effect on the Decision to send children to Playfield (Y) through Brand Image (Z). To find out the indirect influence of X2 on Y through Z, the calculation of the multiplication of the beta value of X2 to Z and the beta

value of Z to Y is carried out, which is 0.234 x 1.045 = 0.2445. The total influence given by X2 on Y through Z is obtained from the calculation of the sum between the value of the direct influence of X2 on Y and the indirect influence of X2 on Y through Z, which is -0.108 + 0.2445 = 0.1365 or 13.65%. This description reflects the results of the Sobel test calculation which shows that there is a significant influence of Facilities on the Decision to Send Children to Playfield Elementary School through Brand Image.

**T Test Results**

**Table 7**
**Test Results t X1, X2, to Z**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 5.020 | 4.591 | | 1.094 | .283 |
| | Digital Marketing | .074 | .061 | .229 | 1.216 | .234 |
| | Fasilitas | .234 | .096 | .457 | 2.431 | .021 |

a. Dependent Variable: Brand Image

From the table above, it can be concluded that the Digital Marketing variable (X1) does not have a positive and significant influence on the Brand Image variable (Z), while the Facility variable (X2) has a positive and significant influence on the Brand Image variable (Z). This conclusion is based on the significance value of the equation which is 0.234 for X1 (greater than the error limit of 0.05) and 0.021 for X2 (less than the error limit of 0.05). This is also in line with the conclusion of the calculated t values of X1 and X2 which are 1,216 < t table (2,042) and 2,431 > from t table (2,042), respectively.

**Table 8**
**Determination Coefficient Test Results**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .610[a] | .372 | .307 | 3.981 | .372 | 5.718 | 3 | 29 | .003 |

a. Predictors: (Constant), Brand Image, Digital Marketing, Fasilitas

Based on the results of the Coefficient of Determination test above, it can be concluded that the regression model which includes the variables of Brand Image, Digital Marketing, and Facilities can explain 37.2% of the variation in the Decision to Register a Child. An Adjusted R Square value of 0.307 provides a more accurate estimate after considering the number of predictor variables. The results of the F test showed that the model as a whole was significant, which means that at least one predictor variable had a significant influence on the Decision to Register Children at Playfield Elementary School Jakarta.

**The Influence of Digital Marketing on Brand Image**

Based on the results of the regression analysis, the Digital Marketing variable (X1) has a coefficient value of 0.074 with a significance value of 0.234. The calculated t-value

for this variable is 1.216, which is smaller than the t-value of the table 2.042. Thus, the results of this study do not support the H1 hypothesis which states that Digital Marketing has a positive and significant influence on Brand Image (Z). This result is contrary to previous research by Suci Fika, et al. (2020), which showed that Digital Marketing has a significant and positive influence on Brand Image.

**The Influence of Facilities on Brand Image**

The results of the analysis show that the Facility variable (X2) has a coefficient value of 0.234 with a significance value of 0.021. The calculated t-value for this variable is 2.431, which is greater than the t-value of the table 2.042. Thus, the H2 hypothesis that Facilities have a positive and significant influence on Brand Image (Z) is supported by the data of this study. These results are consistent with previous research by (Alexandra, 2023), which showed that facilities have a significant influence on brand image.

**The Influence of Digital Marketing on the Decision to Send His Child to School**

From the regression results, the Digital Marketing variable (X1) has a coefficient value of 0.019 with a significance value of 0.852. The calculated t-value for this variable is 0.188, which is smaller than the t-value of table 2.042. These results show that Digital Marketing does not have a significant influence on the Decision to Send Children to School (Y), so the H3 hypothesis is not supported by the data of this study. These results contradict previous research by (Sopiyan, 2022), (Putri & Sulaeman, 2022) and (Alamsyah et al., 2023) who stated that Digital Marketing has a positive and significant effect on purchasing decisions or school selection decisions.

**The Effect of Facilities on the Decision to Send His Child to School**

The Facility variable (X2) has a coefficient value of -0.108 with a significance value of 0.534. The calculated t-value for this variable is -0.630, which is smaller than the t-value of table 2.042. Thus, the H4 hypothesis that the facility has a positive and significant influence on the Decision to Send Children to School (Y) is not supported by the data of this study. This result is not in line with previous research by (Hidayat & Margono, 2023) and (Wulandari et al., 2019) which showed that facilities have a significant effect on parents' decisions in choosing a school.

**The Influence of Brand Image on the Decision to Send His Child to School**

The results of the analysis show that the Brand Image (Z) variable has a coefficient value of 1.045 with a significance value of 0.002. The calculated t-value for this variable is 3.498, which is greater than the t-value of the table 2.042. Thus, the H5 hypothesis that Brand Image has a positive and significant influence on the Decision to Send Children to School (Y) is supported by the data of this study. This result is consistent with previous research by (Wulandari et al., 2019) which stated that Brand Image has a positive and significant effect on student interest.

**The Influence of Digital Marketing on the Decision to Send His Child to School Through Brand Image**

To test the influence of Brand Image (Z) mediation between Digital Marketing (X1) and the Decision to Send Children to School (Y), the results show that Digital Marketing does not have a significant influence on Brand Image, but Brand Image has a significant

influence on the Decision to Send Children to School. Thus, although Brand Image has a significant influence on the decision to send children to school, Digital Marketing does not show a significant influence in this model. Therefore, the H6 hypothesis is not supported by the data of this study. This is not in line with the research of (Alamsyah et al., 2023) which stated that Digital Marketing has a significant influence on the decision to choose a school through Brand Image.

**The Influence of Facilities on the Decision to Send Their Children to School through Brand Image**

To test the influence of Brand Image (Z) mediation between Facilities (X2) and the Decision to Send Children to School (Y), the results of the study show that Facilities have a significant influence on Brand Image, and Brand Image has a significant influence on the Decision to Send Children to School. Thus, the H7 hypothesis that facilities have a positive and significant effect on the Decision to Send Children to School through Brand Image is supported by the data of this study. These results are by previous research by (Wulandari et al., 2019) and (Hidayat & Margono, 2023) who stated that facilities and Brand Image have a significant influence on the decision to choose a school or college.

## Conclusion

The results show that Digital Marketing (X1) does not have a positive and significant influence on Brand Image (Z), and similarly, Facilities (X2), also do not have a significant influence on Brand Image (Z). In addition, neither Digital Marketing (X1) nor Facilities (X2) had a significant effect on the Decision to Send Children to School (Y) directly. On the contrary, Brand Image (Z) has been proven to have a positive and significant influence on the Decision to Send Children to School (Y). Although Digital Marketing (X1) does not show a significant influence on decisions through Brand Image (Z), Facilities (X2) shows a significant influence on those decisions through the intermediary Brand Image (Z). This research suggests that schools need to develop strategies to strengthen Brand Image as a key factor in influencing parents' decisions, as well as improve school facilities to attract parents' interest through a strong positive image. Limitations of the study included variations in questionnaire responses and specific research contexts, which may affect the generalization of results. Therefore, it is recommended that further research use more representative sampling methods and more sophisticated analysis to deepen the understanding of the relationship between the variables studied.

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