

**FACTORS EFFECTING SCHOOL PREFERENCES AND THEIR
IMPLICATION FOR MARKETING: AN INVESTIGATION OF MIDDLE
CLASS PARENTS AT ONE OF THE PRIVATE SCHOOLS IN TANGERANG
SELATAN**

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in

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

FACTORS EFFECTING SCHOOL PREFERENCES AND THEIR IMPLICATION FOR MARKETING: AN INVESTIGATION OF MIDDLE CLASS PARENTS AT ONE OF THE PRIVATE SCHOOLS IN TANGERANG SELATAN

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The main purpose of this research is to identify the factors effecting and which affects the most towards school preferences of middle class parents in one of the private schools in South Tangerang. A model is developed to test the relationships between two independent variables (word of mouth and open house) towards the dependent variable school preference. A quantitative method is used to focus on 130 respondents representing parents of ABC School which is the unit analysis in this research. An additional research question is developed to recommend ABC School about marketing implications by using the marketing mix 4 P's approach. This is to further strengthening parent's choices to enroll their child in ABC School. For this a qualitative method is used through in-depth interview and from previous empirical studies. The result from the quantitative method shows that word of mouth and open house have a significant impact on school preference with word of mouth having more effect. This research also gives new empirical evidence about the value of 4 P's as a marketing strategy on an education institute.

Keywords: *School Preference, Word of Mouth, Open House,
Marketing Strategy, 4 P's Marketing Mix*



DEDICATION

I dedicate this work to my family, lecturers and to the development of schools and the education industry.



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Grateful to ALLAH SWT

that still give me the time, health and sense to complete this study.

Father, Mother and all family

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