



---

## The Effect of Social Factors and Brand Image on The Decision of Parents in Choosing Education Services Educated by The Parent's Attitude

---

### ABSTRACT

#### Muthi Abul Khair

Faculty of Economics and Business, University of Brawijaya, Malang, Indonesia  
[muthikhoir@gmail.com](mailto:muthikhoir@gmail.com)

#### Eka Siti Maesaroh

Faculty of Economics and Business, University of Brawijaya, Malang, Indonesia  
[ekasiti2592@gmail.com](mailto:ekasiti2592@gmail.com)

#### Siti Aisjah

Faculty of Economics and Business, University of Brawijaya, Malang, Indonesia

#### Sunaryo

Faculty of Economics and Business, University of Brawijaya, Malang, Indonesia

This study aims to examine and analyze the influence of social factors and brand image on decision making mediated by the attitude of parents of Al-Izzah Natural Elementary School, Sidoarjo Regency. The sampling technique is probability sampling and uses a saturated sampling method with a sample of 84 respondents. However, only 83 questionnaires can be processed using Partial Least Square. The results showed that social factors and brand image influence attitudes and decisions and attitudes also influence decisions. Looking at the mediating variables shows that attitudes give a partial mediating role to the influence of social factors and brand image on decisions. In further research, it is recommended to add new variables and the scope of the sample population to provide more complex and different results.

**Keywords:** social factors; brand image; attitude; decision

---

| Received September 2019 | Accepted July 2020 | Available online August 2020 |  
| DOI: <http://dx.doi.org/10.18860/mec-j.v4i2.7462>

---

### INTRODUCTION

Education is a very important thing in human life. Through education, personality and understanding of science are formed. Education is an investment that provides social and personal benefits that make the nation dignified and individuals become human beings who have degrees. Education is an important factor for the survival of the nation's life and supporting factors that play an important role in all sectors of life because the quality of life of a nation is very closely related to the level of education.

Basic education is education given to children from an early age, so this is an important place in shaping the character of children. The increasing number of public and private primary schools, this shows that there is greater competition in the education sector. Parents play an important role in determining a good school for their children because the decision on the selection of educational services is in the decisions of parents. Many factors influence the decisions of parents in making decisions about choosing education services. Maleke (2013) and Bosetti (2004) state that social factors are one of the factors influencing a consumer's decision. The next factor that influences parents' decisions in choosing educational services is a brand image. Mendrofa (2010) states that the brand image is a factor that influences a person's decision. However, there were

inconsistencies in social factors and brand images of decisions, because Saeed *et al.* (2013) stated that brand image did not effects on decisions.

Based on the results of the inconsistencies found in the relationship between social factors and brand image to the decision, the researcher developed the research model by including mediation variables. The variable used is attitude. Attitude is an important thing that must be considered by individuals in making a decision. According to Kotler and Armstrong (2012) state that before making a decision, consumers will use information that has previously been collected, to select choices. At this stage, the information collected will affect the evaluation both positively and negatively by someone on a product or service. The more parents get positive information related to the object, the more positive is the attitude of parents towards the school. Riley *et al.* (2018) that brand image influences consumer attitudes in assessing a product. Kotler and Keller (2009) shows that brand image can make consumers believe that the attributes and benefits provided by a brand can satisfy the needs and desires of consumers to create a positive attitude towards the product. Kotler and Keller (2009) the more positive a person's attitude towards a brand, the better it will become the basis for building deeper relationships with the brand so that it will produce a decision to connect with the brand for a long time and as the right choice.

The influence system automatically produces affective responses, including emotions, feelings, moods, and evaluation of attitudes, which are immediate and direct responses to certain stimuli. Thus, attitude is used as a mediation on the influence of social factors and brand image on parents' decisions in choosing a school. This is because of the attitude as an evaluation from parents comprehensive and allows someone to respond beneficially or not to the object being assessed to reach the expected decision.

### **THEORETICAL REVIEW**

Decisions are defined as decisions or policies based on criteria based on several alternatives if there is only one alternative there will not be one decision that must be taken (Dagun, 2006). It is concluded from making a decision that is the way used to provide an opinion that can solve problems with certain methods / techniques acceptable to all parties. The indicators in this study about the basics in decision making, namely intuition, rationality, facts, experience, and authority (Syamsi, 2000).

Social factors are a group of people who both consider closely similarities in the status or appreciation of a community that continuously socializes among themselves both formally and informally (Lam, 2001). It was concluded that social factors are groups of people who can influence individual behavior in carrying out actions based on habits. Social factors are one of the important factors in influencing one's decision making. The indicators in this study refer to Kotler and Keller (2009) as a reference or reference group, family, as well as roles and status.

Kotler and Keller (2009) brand image is the consumer perception of a brand as a reflection of brand associations that exist in the minds of consumers. It was concluded that brand image is a set of consumer beliefs regarding the brand of a product that occurs from the results of consumer perceptions of the brand. The indicators in this

study refer to Abdulla & Tantri (2010) that the indicator of the brand image consists of three components, namely, corporate image, user image, and product image.

Attitude is the most important concept in the study of consumer behavior, by influencing consumer attitudes marketers hope to influence consumer purchasing behavior (Simamora, 2008). It is concluded that attitudes are expressions of feelings that reflect pleasure or dislike of an object. The indicators used in this study refer to Schiffman and Kanuk (2008) which include cognitive components, affective components, and conative components.

### **Hypothesis**

Based on previous research on the influence of social factors on purchasing decisions, namely, research Yakup and Busra (2014), social factors have a significant effect on consumer decisions in choosing shopping in traditional markets or modern markets. Subsequent research by Aditya *et al.* (2016), social factors has a significant effect on the selection of cement products in Manado. Similar research by Rambli (2015) social factors have a significant effect on purchasing decisions for mobile phone products. Furthermore, Jonathan (2013) social factors have a significant effect on consumer product purchasing decisions. So H1 proposed is a social factor that has a positive and significant effect on the decision.

Based on previous research on the effect of brand image on purchasing decisions, Amron (2018), Ulas and Javad (2015) research, brand image has a positive and significant effect on consumer decisions in buying a smartphone. Tekin *et al.* (2016) brand image has a positive and significant effect on consumer decisions in buying branded products. Another study by Adzharuddin *et al.* (2017), brand image has a positive and significant effect on consumer decisions in buying Perodua Axia car products in Kuala Lumpur. Furthermore Arslan and Zaman (2014) research, brand image has a positive and significant effect on consumer decisions in determining retail stores. So H2 proposed is a brand image that has a positive and significant effect on the decision.

Based on previous research on the influence of social factors on consumer attitudes, namely, the research of Djuhardi and Kusumawati (2017), social factors have a positive and significant effect on consumer attitudes, in terms of the social influence of the campus will instill a set of students in assessing brand sneakers. They tend to choose shoe brands that suit their environment. Another study by Okumu (2015) social factors have a positive and significant effect on consumer attitudes towards beauty products. So that the proposed H3 is a social factor that has a positive and significant effect on attitudes.

Based on previous research on the influence of brand image on consumer attitudes, namely, the research of Djuhardi and Kusumawati (2017) brand image has a positive and significant effect on consumer attitudes in assessing brand sneakers. Another research by Riley *et al.* (2018) that brand image has a positive and significant effect on the attitude of consumers to assess a product. Furthermore, research by Anwar *et al.* (2011) brand image has a positive and significant effect on consumer attitudes. Research by Crano and Prislin (2006) states that brand image has a positive and significant effect on

consumer attitudes. So that the proposed H4 is a brand image that has a positive and significant effect on attitudes.

Based on previous research regarding the influence of consumer attitudes on purchasing decisions, namely, the research of Djuhardi and Kusumawati (2017) consumer attitudes have a positive and significant effect on consumer decisions regarding sneakers. In another study by Oke *et al.* (2015), consumer attitudes have a positive and significant effect on consumer decisions in the purchase of healthy beverage products. Lim, *et al.* (2016) consumer attitudes have a positive and significant effect on consumer decisions in shopping online.

Based on the description of the results of the research of Djuhardi and Kusumawati (2017), Okumu (2015), and Crano and Prislín (2006) there was a significant influence between social factors on consumer attitudes, and research conducted by Yakup and Busra (2014), Aditya, *et al.* (2016), Tanja (2015), Rambí (2015), and Jonathan (2013) show the results that social factors have a positive effect on purchasing decisions. So that the proposed H6 is an attitude acting as a mediation on the influence of social factors on decisions.

Based on the description of the results of Djuhardi and Kusumawati (2017), Anwar *et al.* (2011), Riley *et al.* (2018), was found that there was a significant influence between brand image and consumer attitudes, as well as research conducted by Amron (2018), Riaz (2015), Tekin *et al.* (2016), Adzharuddin *et al.* (2017), Arslan and Zaman (2014) show the results that brand image has a positive effect on purchasing decisions. So that the proposed H7 is an attitude acting as a mediation on the influence of brand image on decisions.

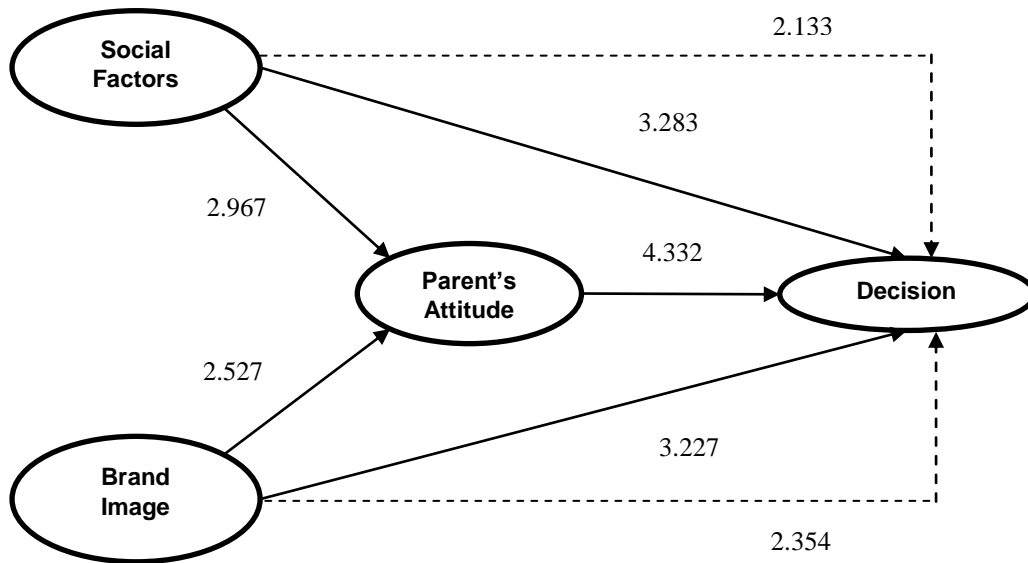
### **METHODOLOGY**

This research is quantitative. The sample of this study was 84 parents of Al-Izzah Natural Elementary School students. The sampling method in this study used saturated samples, that is, all populations were used as samples in the study (Sugiyono, 2011). The data source used is primary data, Sugiyono (2011) states that primary data is a source (not through intermediary media). The data collection technique used was a questionnaire given to parents of Al-Izzah Natural Elementary School students.

The approach of inferential statistical data analysis used in this study is Partial Least Square (PLS). Ghozali (2006) argues that PLS is an alternative approach that shifts from the approach of The structural Equation Model (SEM) to covariant-based variants. SEM generally tests causality or theory, while PLS is more predictive (Abdilah & Hartono, 2015). PLS is a powerful analytical method because it can be applied to all data scales, does not require many assumptions, and sample size does not have to be large. PLS can be used to explore variable relationships with weak theoretical foundations (preposition testing) and also to confirm existing concepts or theories (hypothesis testing)

**RESEARCH RESULTS**

The test results from 83 returned questionnaires can be seen in Figure 1 .



**Figure 1. Measurement Analysis Result**

Based on Figure 1 shows that social factors have a significant and positive effect on decisions with t statistics more than t-table ( $3,283 > 1.96$ ), then H1 is accepted. Brand image has a significant and positive effect on decisions with t-statistics more than t-table ( $3.227 > 1.96$ ), then H2 is accepted. Social factors have a significant and positive effect on attitudes with t-statistics more than t-table ( $2,967 > 1.96$ ), then H3 is accepted. Brand image has a significant and positive effect on attitude with t-statistics more than t-table ( $2.527 > 1.96$ ), then H4 is accepted. Attitudes have a significant and positive effect on decisions with t-statistics more than t-table ( $4.332 > 1.96$ ), then H5 is accepted. Based on Figure 1 on indirect influence, attitudes can be mediated on the influence of social factors on decisions, namely with t-statistics more than t-table ( $2.133 > 1.96$ ), then H6 is accepted. attitude can be mediated on the influence of brand image on decisions, namely with t-statistics more than t-table ( $2.354 > 1.96$ ), then H7 is accepted. Based on the results of indirect testing of these two lines the attitude acts as partial mediation.

**DISCUSSION**

The results showed that social factors have a significant influence on decision making, so it can be said that the social factors of Al-Izzah Natural Elementary School students' parents as measured by reference groups, families, and roles and status were able to produce good decisions on choosing Al-Izzah Natural Elementary School as a place to study their children. The Al-Izzah Natural Elementary School is different from the school in general, because this school offers interesting natural activities that can improve the personality of children from an early age, so parents will have greater expectations for this school. Besides, this school implements a full day schedule (07.00-16.00 WIB) so that both parents who work feel helped in looking after their children. The results of this study support the results of previous studies conducted by Yakup and Busra (2014),

## **The Effect of Social Factors and Brand Image on The Decision of Parents.....**

---

Aditya *et al.* (2016), Tanja (2015), Jonathan (2013) who found that social factors can influence one's decision making.

The results showed that brand image has a significant influence on decision making, so it can be said that the brand image that is considered by parents of Al-Izzah Natural Elementary School students as measured by corporate image, user image, and product image is able to produce good decision making on chose Al-Izzah Natural Elementary School as a place to study their children. One of the brand images that most influence respondents are product image, this product image is considered to be able to attract parents' interest in choosing Al-Izzah Natural Elementary School as their children's educational destination. Parents of students are interested in the activities offered in addition to general learning are activities in terms of religion and out-of-school activities such as outbound, gardening and animal husbandry, market day outing, and natural roaming. Besides being good mentoring when carrying out these activities. The results of this study support the results of previous studies conducted by Amron (2018), Riaz (2015), Tekin *et al.* (2016), Adzharuddin (2017), Arslan and Zaman (2014) who found that brand image can influence one's decision making.

The results showed that social factors have a significant influence on consumer attitudes, so it can be said that the social factors of Al-Izzah Natural Elementary School parents measured by reference groups, families, and roles and status were able to produce attitudes towards Al-Izzah Natural Elementary School. The attitude which is an evaluation of the conditions that are known both, directly and indirectly, evaluation of perceived feelings and evaluation of this product can be influenced by the existence of social factors from outside a person. Social factors can establish a mindset that will influence consumer attitudes, and social equality will dominate in the final decision in product selection. So that the social factors have a large influence on someone in behaving because the information obtained from the reference group, family, and the role and status will be entered into the minds of consumers then evaluated on a product. In the parents of Al-Izzah Natural Elementary School students after the relevant information was obtained and with input from the family, in particular, parents will address Al-Izzah Natural Elementary School which offers good, useful, fun and satisfying service products for their children. The results of this study support the results of previous studies conducted by Djuhardi and Kusumawati (2017), Okumu (2015), Crano and Prislin (2006) who found that social factors can influence a person's attitude.

The results showed that brand image has a significant influence on consumer attitudes, so it can be said that the brand image considered by the parents of Al-Izzah Natural Elementary School students as measured by corporate image, user image, and product image was able to produce attitudes towards Al-Izzah Natural Elementary School as a place to study their children. Brand images seen from corporate image, user image, and product image are able to provide good perceptions to the parents of Al-Izzah Natural Elementary School students in their attitude, this attitude is a reflection of happy or unhappy, like or dislike, agree or disagree to use the school to help their children learn general material, religion, and entrepreneurship and creativity. The results of this study support the results of previous studies conducted by Djuhardi and Kusumawati (2017), Riley *et al.* (2016) who found that brand image can affect one's attitude.

The results showed that consumer attitudes have a significant influence on decision making, so it can be said that the attitude of the parents of Al-Izzah Natural Elementary School as measured by cognitive components, affective components, and conative components was able to produce good decision making in choosing Al-Izzah Natural Elementary School as a place to study their children. Attitudes are as evaluations, emotional feelings, and tendencies of beneficial or unfavorable and long-lasting actions from someone against an object or idea. So that the attitude is as one of the tools used by the parents of Al-Izzah Natural Elementary School students to decide to choose a place for their children to study. One of the consumer attitudes that most influenced the respondents was effective components, which were able to reflect the feeling of happiness felt by Al-Izzah Natural Elementary School parents when they decided to choose the school for their children. This is because the parents of this school provide more benefits in the field of religion and child characteristics than other schools. The results of this study support the results of previous studies conducted by Djuhardi and Kusumawati (2017), Oke *et al.* (2015), Lim *et al.* (2016) who found that consumer attitudes can influence their decision making.

The results showed that attitudes mediate the influence of social factors on decision making. The role of a mediation attitude can provide a solution to the research gap which states that social factors do not effects on decision making. The role of mediation in attitude variables is as partial mediation. The function of attitude is to motivate the formation and strengthening of positive attitudes towards objects that satisfy negative needs or attitudes towards objects that bring harm, punishment or threat. One of the functions of attitudes that are influenced by social factors is a value expression function that allows expressing the values that are believed, meaning that someone will try to translate the values that are believed in the context of a more tangible attitude. Support is important in determining one's social factors, because of the support and experience of friends and colleagues who are deans with an elderly person who works outside the home. So that this support can influence the attitude of parents in influencing the decision to choose their child's school. The attitude of parents who are influenced by social factors before can provide suitable and profitable decisions.

The results of the study indicate that attitudes mediate the influence of brand image on decision making. The role of mediation attitude can provide a solution to the research gap which states that brand image does not affect decision making and attitude as part of mediation in this relationship. Brand image is something that is attached to a company or agency or group. Having a good image will also give a good impression. Likewise, at Al-Izzah Natural Elementary School in the most attached image is the famous school, the famous word here is a new finding considering that this school was only established in 2015. The school is new, but for parents the decision to choose this school is one that affects is the famous brand image. This school is a large area in the surrounding area because it has activities that are different from other schools. So that the uniqueness of this school can influence the attitudes of parents in deciding to choose schools as educational services for their children. The attitude of parents is the one that most influences the decisions of parents choosing education services for children. The attitude of parents is very much influenced by measurement items, namely in character education, meaning that the attitude of these parents is strongly influenced

by facilities that offer character education for children. So, this attitude is very important in a decision even though other factors influence attitudes, such as social factors from parents and brand image from the school.

### **CONCLUSION**

Based on the results of the study, the conclusion is that social factors obtained by parents of students are able to encourage decision making in choosing schools for their children; the brand image possessed by the school is able to encourage decision making in the selection of schools for their children; social factors obtained by parents of students are able to encourage the attitude of parents in deciding to choose school; the brand image possessed by the school is able to encourage the attitude of parents in the decision to choose school; the attitude of parents of students is able to encourage decision making in choosing a school.

Attitudes play a role as mediation on the influence of social factors on decision making, because attitude is an action that will be taken by parents based on information obtained from colleagues, family, or neighbors related to schools so that it is easier to determine the best school for children. Besides, the attitude moderates the influence of brand image on decision making, because attitude is an action that will be taken by parents if the school has a good image so that it will be easier to decide in choosing the best of the best schools.

The advice given by researchers is to consider a more vigorous marketing program to increase the number of students so that tamping power is fulfilled by more approaching the parents of students and by providing better facilities, schools have provided knowledge to parents and the general public. that the assessment of the Al-Izzah Natural Elementary School is memorizing 30 juz and reading the Koran, passing the national examination, and leadership is important for children today, and schools provide a better image to the community because through the information obtained can influence attitudes of parents in making choices to Al-Izzah Natural Elementary School.

### **REFERENCES**

- Abdullah, Thamrin & Tantri, Francis. (2010). *Manajemen Pemasaran*. Jakarta: PT. Raja Grafindo Persada.
- Aditya, B, S. Joyce, L. and Alfa, T. (2016). The Influence of Cultural, Social, Personal, and Psychological on Consumer Purchase Decisionstudy on Tonasa Cement Product in Manado City. *Manado: International Business Administration (IBA)*.
- Adzharuddin, Nor A., Moses, Ibrahim O., & Yusoff, Siti Zanariah. (2017). The Influence of Brand Image of Perodua Axia on Consumer's Decision Making. *International Journal of Academic Research in Business and Social Sciences*, 7(6): 1072-1087
- Amron. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal*, 14 (3): 228-239
- Anwar, A., Gulzar, A., Sohail, Fahid Bin., & Akram, S. N. (2011). Impact of brand image, trust and affect on consumer brand extension attitude: the mediating role of



- brand loyalty. *International Journal of Economics and Management Sciences*, 1(5): 71-79
- Arslan, M., & Zaman, R. (2014). Impact of Corporate Social Responsibility on Brand Image: A Study on Telecom. *Brands*, 4(21), 84–90
- Bosetti, Lynn. (2004). Determinants of school choice: understanding how parents choose elementary schools in Alberta. *Journal of Education Policy*, 19 (4): 387-405
- Crano WD, Prislin R. (2006). Attitudes and persuasion. *Annu. Rev. Psychol*, 57:345–74
- Dagun. (2006). *Kamus Besar Ilmu Pengetahuan*. Jakarta: Lembaga Pengkajian Budaya
- Djuhardi, S, A. and Kusumawati, A. (2017). The Influencing Factors on Consumer's Attitude Towards Counterfeit Branded Sneaker Shoes and Their Impact to Purchase Intention. *Malang: Faculty of Administrative Science*.
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS*. Edisi Keempat. Semarang: B.P Universitas Diponegoro.
- Jonathan, T. (2013). *Factors That Influence Consumer Purchasing*.
- Kotler, P., & Armstrong, G. (2012). *Principles of marketing 14/E*. Alih Bahasa: Bob Sabran. Jakarta: Erlangga.
- Kotler, Philip dan Keller, Kevin Lane. (2009). *Manajemen Pemasaran*. Jilid 1 Edisi 13. Jakarta: Erlangga.
- Lam, S. Y. (2001). The effects of store environment on shopping behaviors: a critical review. *Advances in Consumer Research*, 28, 190-197
- Maleke, C. L. (2013). Faktor Sosial, Pribadi, dan Psikologis Pengaruhnya terhadap Keputusan Pembelian Blackberry Gemini pada PT. Megamitra Makmur Sejahtera. *Jurnal EMBA*, 1 (3), 551-561
- Mendrofa, Y. B. (2010). Effect of Product Knowledge and Brand Image To Purchase Intention With HP Laptop Brand Price Discount As Variable Moderated In Surabaya. *Journal Of Management*.
- Oke, A, O. Kamolshotiros, P. Popoola, O, Y. Ajagbe, M, A. and Olujobi, O, J. (2016). Consumer Behavior towards Decision Making and Loyalty to Particular Brands. Malaysia: *International Review of Management and Marketing*, 6(S4) 43-52.
- Okumu, J, A. (2015). An Investigation of Factors Influencing Consumer Behavior in Purchase of Beauty Products in Nairobi. *Fulfillment of the Requirement for the Degree of Masters in Business Administration (MBA)*. Africa: United States International University.
- Rambi, W. (2015). Keputusan Pembelian dari Xiami Cellphone di Manado. *Jurnal EMBA*, 3 (2), 917-927
- Riaz, H.A. (2015). Impact of brand image on consumer buying behavior in clothing sector: a comparative study between males and females of central punjab (lahore) and southern. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 4 (9): 24-35

- Riley, D., Charlton, N., & Wason, H. (2018). The impact of brand image fit on attitude towards a brand alliance. *Management & Marketing. Challenges for the Knowledge Society*, 10 (4): 270-283
- Saeed, R., Rab Nawaz, Alhaj, M.J.M., Sarfraz, H., Zahid, M., Moeed, A. (2013). *Factors affecting consumer purchase decision in clothing industry of Sahiwal, Pakistan. World Applied Sciences Journal* , 24 (7), 844-849
- Schiffman, Leon dan Leslie L. Kanuk. (2008). *Perilaku Konsumen*. Edisi Ketujuh. Diterjemah oleh: Zoelkifli Kasip. Jakarta: Indeks.
- Simamora, H. (2008). *Manajemen Sumber Daya Manusia*. Edisi Ketiga. STIE YKPN. Yogyakarta.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta: Bandung.
- Syamsi, I. (2000). *Pengambilan Keputusan dan Sistem Informasi*, Edisi kedua. Jakarta: Bumi Aksara
- Tanja, L. (2015). *Factors Affecting Consumers' Buying Decision in The Selection of A Coffee Brand*. Lappeenranta: Saimaa University of Applied Sciences.
- Tekin, G. Yiltai, S. and Ayaz, E. (2016). The Effect of Brand Image on Consumer Behaviour: Case Study of Louiss Vuitton-Moet Hennessy. *International Journal of Academic Value Studies*, 2 (1): 1-24.
- Ulas, A. and Javad, E. (2016). The Impact of Brands on Consumer Buying Behavior: An Empirical Study on Smartphone Buyers. *Turkey Journal of Research in Business & Social Science* 5(4), 01-16.
- Yakup & Busra. (2014). The impact of social factors on consumer buying behavior and an empirical application in turkey. *Journal of Social Science Research*, 3 (2): 256-263