

The Influence of School Image and School Facilities on Parents' Decisions to Enroll Their Children at MIS Al-Ikhwah in Pontianak City

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ABSTRACT

This study aims to analyze the influence of school image and school facilities on parents' decisions to enroll their children at MIS Al-Ikhwah in Pontianak City. The study uses an associative quantitative method with a sample size of 101 respondents. Data were collected through questionnaires and analyzed using multiple linear regression. The correlation coefficient (R) of 0.553 indicates a moderate relationship, while the coefficient of determination (R^2) of 0.306 indicates that 30.6% of the variation in parents' decisions is explained by school image and school facilities. The results of the F-test show that school image and school facilities simultaneously have a significant effect on parents' decisions. Partially, school image and school facilities have a positive and significant effect on parents' decisions. The results of the study indicate that school image and school facilities, both partially and simultaneously, have a positive and significant effect on parents' decisions to enroll their children at MIS Al-Ikhwah in Pontianak City.

INTRODUCTION

Education in Law Number 20 of 2003 concerning the National Education System is defined as a conscious and planned effort to create a learning atmosphere and learning process so that students can develop spiritual potential, self-control, personality, intelligence, noble character, and skills needed for themselves, society, the nation, and the state (Law Number 20 of 2003). The right of citizens to obtain education is affirmed in Article 31 Paragraph 1 of the 1945 Constitution, which states that every citizen has the right to education (The 1945 Constitution). At the basic education level, formal education services are provided through elementary schools and madrasah ibtidaiyah, both public and private. In Pontianak City, the number of madrasah ibtidaiyah in 2026 is recorded at 31 educational institutions, consisting of 28 private madrasah ibtidaiyah and 3 public madrasah ibtidaiyah (Ministry of Religious Affairs of West Kalimantan, 2026).

MIS Al-Ikhwah is one of the private madrasah ibtidaiyah in Pontianak City, located on Jalan Pangeran Natakusuma Gang Sama Rukun, Pontianak Kota District. This madrasah was established in 1970 and operates under the Al-Ikhwah Islamic Education Development Institution, led by Habib K.H. Ridho Bin Yahya (MIS Al-Ikhwah Administration Office, 2026). MIS Al-Ikhwah has obtained an A accreditation based on Accreditation Decree Number 104/BAN-PDM/SK/2024 on July 22, 2024 (MIS Al-Ikhwah Administration Office, 2026). As a basic education institution, MIS Al-Ikhwah provides instruction in general subjects such as Mathematics, Indonesian Language, and Natural Sciences, as well as religious subjects such as the Qur'an, Fiqh, and Aqidah Akhlak. Additional services include Qur'an reading activities, congregational prayers, scouting, hadrah, tahfidz, arts, and sports (MIS Al-Ikhwah Administration Office, 2026).

Data from MIS Al-Ikhwah show changes in the number of applicants and admitted students over the past three academic years. In the 2023/2024 academic year, there were 63 applicants and 60 admitted students; in 2024/2025, there were 57 applicants and 54 admitted students; and in 2025/2026, there were 60 applicants and 58 admitted students (MIS Al-Ikhwah Administration Office, 2026). Changes are also observed in transfer data, where incoming transfers were recorded as 4 students in 2023/2024, then 2 students in both 2024/2025 and 2025/2026, while outgoing transfers were recorded as 2 students in 2023/2024, 1 student in 2024/2025, and 7 students in 2025/2026 (MIS Al-Ikhwah Administration Office, 2026). Data on tuition fee income from active students also show a decline, namely IDR 62,475,000 in 2023/2024, IDR 61,600,000 in 2024/2025, and IDR 59,850,000 in 2025/2026 (MIS Al-Ikhwah Administration Office, 2026).

Parents' decisions in choosing schools have been discussed in several previous studies related to school image and school facilities. Mahbub, Jayawinangun, and Amaliasari (2023) show that school image influences parents' decisions in choosing schools. Nurohman (2025) also shows that school image, promotion, and service quality influence parents' decisions in choosing schools. Regarding facilities, Nugroho (2023) shows that school facilities influence the

decision to choose a school, while Kristanto (2025) shows that school facilities influence school selection decisions. These empirical findings indicate that school image and school facilities have been used in previous studies to explain decisions in choosing educational institutions.

Mahbub, Jayawinangun, and Amaliasari (2023) examined parents' decisions in choosing schools at SDIT Zaid bin Tsabit. Nurohman (2025) examined parents' decisions in choosing vocational high schools. Nugroho (2023) examined school selection decisions and student satisfaction at MAN 14 Jakarta. Kristanto (2025) examined school selection decisions mediated by promotion. Subakti and Hanny (2024) examined parents' decisions in choosing SMA Homeschooling Kak Seto, while Belembung and Ramadhan (2025) examined parents' decisions to choose educational services at Karya Senior High School Sekadau. Based on these differences, research on School Image and School Facilities on Parents' Decisions to enroll their children at MIS Al-Ikhwah in Pontianak City has not been found in the previous studies used.

Based on the description above, this study is directed to analyze the influence of School Image and School Facilities on Parents' Decisions to enroll their children at MIS Al-Ikhwah in Pontianak City. The objectives of this study include testing the effect of School Image on Parents' Decisions, the effect of School Facilities on Parents' Decisions, and the simultaneous effect of School Image and School Facilities on Parents' Decisions to enroll their children at MIS Al-Ikhwah in Pontianak City.

THEORETICAL REVIEW

School Image

School image is the impression captured and stored in the minds of the community, students, and parents regarding the overall quality of a school (Nurohman, 2024, p. 3). In this study, School Image is positioned as the first independent variable (X1) related to parents' perceptions of MIS Al-Ikhwah in Pontianak City. School image is measured through four dimensions: school personality, school reputation, school values, and school visual identity (Nurohman, 2024). School personality relates to the unique characteristics of the school, school reputation relates to public perception of the school's achievements, school values relate to services and concern for students, while school visual identity relates to the school's logo, colors, and slogan (Nurohman, 2024). The relationship between School Image and Parents' Decisions refers to research showing that school image influences parents' decisions in choosing schools (Mahbub, Jayawinangun, & Amaliasari, 2023). School image, promotion, and service quality also influence parents' decisions in choosing schools (Nurohman, 2025).

H1: School Image has a significant effect on Parents' Decisions to enroll their children at MIS Al-Ikhwah in Pontianak City.

School Facilities

School facilities refer to physical evidence, which are tangible elements that influence consumers' decisions in purchasing and using products or services offered (Kotler & Armstrong, 2015, in Manap et al., 2023). In this study, School

Facilities are positioned as the second independent variable (X2) related to supporting infrastructure for educational services at MIS Al-Ikhwah in Pontianak City. School facilities are measured through five dimensions: facilities, design of delivery, equipment, furniture, and artifacts (Kotler & Armstrong, 2015, in Manap et al., 2023). Facilities include both physical and non-physical infrastructure, design of delivery relates to the design of service delivery, equipment includes tools supporting services, furniture includes room furnishings, while artifacts include supporting objects used in educational service activities (Kotler & Armstrong, 2015, in Manap et al., 2023). The relationship between School Facilities and Parents' Decisions refers to Nugroho (2023), which shows that facilities partially have a significant effect on parents' decisions in choosing schools, and Kristanto (2025), which shows that facilities partially have a significant effect on parents' decision to choose educational services.

H2: School Facilities have a significant effect on Parents' Decisions to enroll their children at MIS Al-Ikhwah in Pontianak City.

Parents' Decision

Parents' Decision in this study refers to the concept of purchase decision, which is an activity of individuals directly involved in decision-making to purchase products offered by sellers (Indrasari, 2019, p. 70). In this study, Parents' Decision is positioned as the dependent variable (Y), namely the decision of parents to enroll their children at MIS Al-Ikhwah in Pontianak City. Parents' Decision is understood as a process of consideration, selection, and determination of an educational institution deemed most suitable for the child, by adapting the stages of purchase decision in the context of educational services. Purchase decision is measured through five dimensions: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler, 2009, in Indrasari, 2019). Need recognition relates to awareness of needs, information search relates to efforts to obtain information, evaluation of alternatives relates to preference formation, purchase decision relates to the choice made, while post-purchase behavior relates to satisfaction or dissatisfaction after the decision is made (Kotler, 2009, in Indrasari, 2019). Parents' Decision as the dependent variable is based on research by Mahbub, Jayawinangun, and Amaliasari (2023), Subakti and Hanny (2024), and Belembung and Ramadhan (2025), which position school choice decisions or parents' decision to choose educational services as variables influenced by school image and school facilities.

H3: School Image and School Facilities simultaneously have a significant effect on Parents' Decisions to enroll their children at MIS Al-Ikhwah in Pontianak City.

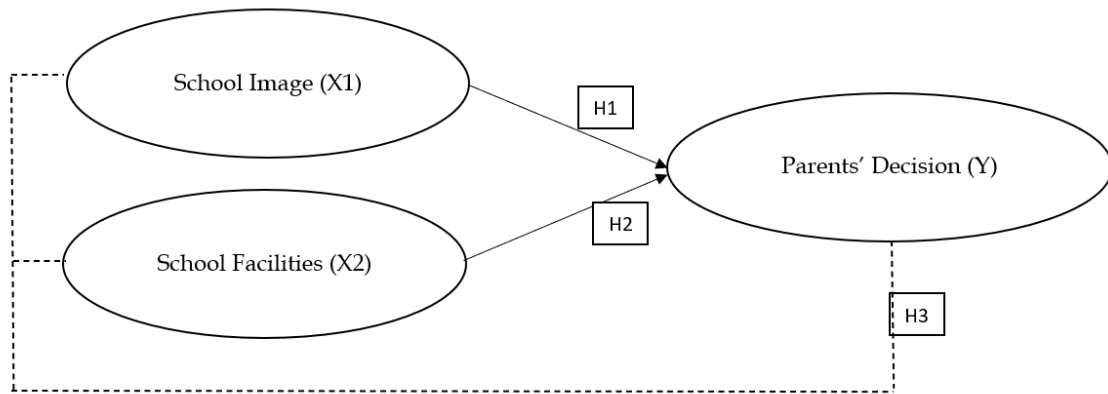


Figure 1. Conceptual Framework

METHODOLOGY

This study uses an associative method to analyze the influence of School Image and School Facilities on Parents' Decisions to enroll their children at MIS Al-Ikhwah in Pontianak City. The associative method is used to determine the relationship between two or more variables (Siregar, 2017). The research data consist of primary and secondary data. Primary data were obtained through questionnaires distributed to parents of MIS Al-Ikhwah students, while secondary data were obtained from supporting madrasah documents, such as school profiles, student data, admission data, transfer data, graduation data, fee details, and facilities for the 2025/2026 academic year. The use of primary data, secondary data, and questionnaires refers to Siregar (2017).

The population of this study consists of parents whose children study at MIS Al-Ikhwah in Pontianak City. A sample is a part of the population with certain characteristics (Sugiyono, 2023). The sample size was determined using the Slovin formula and set at 101 respondents. The sampling technique uses probability sampling with a proportional stratified random sampling approach because respondents are grouped proportionally based on grade levels I to VI (Sujarweni, 2025). The research variables consist of School Image (X1) and School Facilities (X2) as independent variables, and Parents' Decision (Y) as the dependent variable (Sugiyono, 2023). Data measurement uses a five-point Likert scale to measure respondents' attitudes, opinions, and perceptions (Sugiyono, 2023).

Data analysis was conducted using SPSS for Windows through instrument tests, classical assumption tests, and hypothesis testing. Instrument tests include validity and reliability tests using Cronbach's Alpha (Purnomo, 2016, pp. 65, 79). Classical assumption tests include the Kolmogorov-Smirnov normality test, linearity test, and multicollinearity test based on VIF and Tolerance values (Purnomo, 2016). Furthermore, multiple linear regression analysis is used to test the influence of School Image and School Facilities on Parents' Decisions (Purnomo, 2016). Correlation and determination coefficient analyses are used to determine the strength of relationships and the contribution

of independent variables to the dependent variable (Siregar, 2020), while the F-test and t-test are used to test simultaneous and partial effects at a significance level of 0.05 (Purnomo, 2016).

RESULTS

Test Research Instruments

a. Validity Test

The validity test was conducted to ensure that each statement item in the questionnaire is capable of accurately measuring the research variables. The test was performed by correlating each item score with the total variable score, then comparing the r-count value with the r-table value. With a sample size of 101, $df = 99$ was obtained and the r-table value at a significance level of 0.05 is 0.195. The results of the validity test for the variables School Image (X1), School Facilities (X2), and Parents' Decision (Y) are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
School Image (X1)	X1.1	0.724	0.195	Valid
	X1.2	0.716		
	X1.3	0.678		
	X1.4	0.671		
	X1.5	0.637		
	X1.6	0.769		
	X1.7	0.530		
	X1.8	0.704		
School Facilities (X2)	X2.1	0.532	0.195	Valid
	X2.2	0.638		
	X2.3	0.633		
	X2.4	0.250		
	X2.5	0.507		
	X2.6	0.620		
	X2.7	0.479		
	X2.8	0.607		
	X2.9	0.648		
	X2.10	0.633		
	X2.11	0.543		
	X2.12	0.449		
Parents' Decision (Y)	Y.1	0.628	0.195	Valid
	Y.2	0.546		
	Y.3	0.577		
	Y.4	0.625		
	Y.5	0.582		
	Y.6	0.540		
	Y.7	0.702		
	Y.8	0.710		

Y.9	0.615
Y.10	0.608

Source: Processed Data, 2026

Based on the validity test results in Table 1, all statement items for the variables School Image (X1), School Facilities (X2), and Parents' Decision (Y) have r-count values greater than the r-table value of 0.195. Thus, all statement items are declared valid and appropriate for use as research instruments.

b. Reliability Test

The reliability test is used to assess the consistency of the research instrument in measuring the variables studied. The test was conducted using the Cronbach's Alpha method, with the criterion that an instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60. The results of the reliability test for all variables are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
School Image (X1)	0.834	8	0.60	Reliable
School Facilities (X2)	0.791	12		
Parents' Decision (Y)	0.816	10		

Source: Processed Data, 2026

Based on the reliability test results in Table 2, the variables School Image (X1), School Facilities (X2), and Parents' Decision (Y) have Cronbach's Alpha values greater than 0.60. Thus, all research instruments are declared reliable and suitable for data collection.

Classical Assumption Test

a. Normality Test

The normality test is conducted to determine whether the residual data are normally distributed. The test uses the Kolmogorov-Smirnov method, with the criterion that data are normally distributed if the Asymp. Sig. value is greater than 0.05. The results of the normality test based on SPSS output are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	101
Test Statistic	.067
Asymp.Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2026

The results of the normality test in Table 3 show that the Asymp. Sig. value is 0.200, which is greater than 0.05, indicating that the residuals meet the normality assumption.

b. Linearity Test

The linearity test is conducted to determine whether the relationship between independent variables and the dependent variable is linear. The test uses the Test for Linearity method, with the criterion that the relationship is linear if the significance value of Linearity < 0.05 and Deviation from Linearity > 0.05 . The results of the linearity test based on SPSS output are presented in Table 4.

Table 4. Linearity Test Results

Variabel	Linearity	Deviation from Linearity	Description
Parents' Decision * School Image	.000	.167	Linear
Parents' Decision * School Facilities	.000	.092	

Source: Processed Data, 2026

The results of the linearity test in Table 4 show that the relationships between School Image (X1) and School Facilities (X2) with Parents' Decision (Y) are linear. This is indicated by the Linearity significance values of $0.000 < 0.05$ and Deviation from Linearity values of 0.167 and $0.092 > 0.05$.

c. Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a strong correlation among independent variables in the regression model. High correlation among independent variables can disrupt the accuracy of regression coefficient estimation. The results of the multicollinearity test based on SPSS output are presented in Table 5.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
	School Image	.835	1.198
	School Facilities	.835	1.198
a. Dependent Variable: Parents' Decision			

Source: Processed Data, 2026

Based on the multicollinearity test results in Table 5, the variables School Image (X1) and School Facilities (X2) have VIF values of $1.198 < 10.00$ and Tolerance values of $0.835 > 0.10$. Thus, the regression model is free from multicollinearity.

Hypothesis Test

a. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of independent variables on the dependent variable, both partially and simultaneously, and to form the regression equation model. The regression coefficient results based on SPSS output are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.113	.381		5.542	.000
	School Image	.321	.092	.322	3.497	.001
	School Facilities	.225	.061	.337	3.656	.000

a. Dependent Variable: Parents' Decision

Source: Processed Data, 2026

Based on the results of multiple linear regression analysis in Table 6, the regression equation is as follows:

$$Y = 2.113 + 0.321X_1 + 0.225X_2$$

- 1) The constant value of 2.113 indicates that if School Image (X₁) and School Facilities (X₂) are equal to zero, then Parents' Decision (Y) is 2.113.
- 2) The coefficient of School Image (b₁) is 0.321 and positive, meaning that every one-unit increase in School Image will increase Parents' Decision by 0.321 units.
- 3) The coefficient of School Facilities (b₂) is 0.225 and positive, meaning that every one-unit increase in School Facilities will increase Parents' Decision by 0.225 units

b. Correlation Coefficient Analysis (R)

The correlation coefficient is used to determine the strength and direction of the relationship between variables. In this study, correlation analysis uses the Product Moment method. The results are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553 ^a	.306	.291	.34122

Predictors: (Constant), School Facilities, School Image

Source: Processed Data, 2026

Based on the correlation analysis in Table 7, the correlation coefficient (R) of 0.553 indicates a multiple correlation coefficient, representing the combined strength of the relationship between School Image and School Facilities with Parents' Decision.

c. Determination Coefficient (R²)

Based on the results in Table 7, the R-Square value is 0.306. This indicates that School Image and School Facilities explain 30.6% of the variation in Parents' Decision, while the remaining 69.4% is explained by other factors not included in this research model.

d. Simultaneous Test (F Test)

The simultaneous test (F test) is used to determine the effect of independent variables simultaneously on the dependent variable according to

the research hypothesis. The results based on SPSS output are presented in Table 8.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	5.020	2.510	21.555	.000 ^b
Residual	11.411	.116		

Dependent Variable: Parents' Decision

Predictors: (Constant), School Facilities, School Image

Source: Processed Data, 2026

Based on the results of the simultaneous test (F test) in Table 8, the calculated F value is $21.555 > F \text{ table } 3.09$ with a significance of $0.000 < 0.05$. This indicates that H_3 is accepted. Thus, School Image and School Facilities simultaneously have a significant effect on Parents' Decision. The direction of the effect in the model is positive because the regression coefficients of School Image and School Facilities are positive.

e. Partial Test (t Test)

The partial test (t test) is used to determine the effect of each independent variable individually on the dependent variable in accordance with the research hypothesis. The results of the t test based on SPSS output are presented in Table 9.

Table 9. Partial Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.113	.381		5.542	.000
	School Image	.321	.092	.322	3.497	.001
	School Facilities	.225	.061	.337	3.656	.000

a. Dependent Variable: Parents' Decision

Source: Processed Data, 2026

Based on the results of the partial test (t test) in Table 9, the calculated t value is compared with the t table value of 1.660. The test results can be explained as follows:

- 1) The School Image variable (X1) obtained a calculated t value of $3.497 > t \text{ table } 1.660$ with a significance value of $0.001 < 0.05$. This indicates that H_1 is accepted, meaning that School Image partially has a positive and significant effect on Parents' Decision.
- 2) The School Facilities variable (X2) obtained a calculated t value of $3.656 > t \text{ table } 1.660$ with a significance value of $0.000 < 0.05$. This indicates that H_2 is accepted, meaning that School Facilities partially has a positive and significant effect on Parents' Decision.

DISCUSSION

The Effect of School Image on Parents' Decision

Based on the results of the partial test, the School Image variable (X1) obtained a calculated t value of $3.497 > t \text{ table } 1.660$ with a significance value of $0.001 < 0.05$, so H_1 is accepted. These results indicate that School Image has a positive and significant effect on Parents' Decision in enrolling their children at MIS Al-Ikhwah in Pontianak City. The regression coefficient value of 0.321 indicates that the better the image of MIS Al-Ikhwah, the higher the parents' decision to enroll their children in the school. This finding shows that school image is an important aspect considered by parents because it is related to reputation, trust, and positive perceptions of the educational institution. This finding is in line with the research of Mahbub, Jayawinangun, and Amaliasari (2023) and Nurohman (2025), which show that school image has a positive and significant effect on parents' decisions.

The Effect of School Facilities on Parents' Decision

The results of the partial test for the School Facilities variable (X2) obtained a calculated t value of $3.656 > t \text{ table } 1.660$ with a significance value of $0.000 < 0.05$, so H_2 is accepted. These results indicate that School Facilities have a positive and significant effect on Parents' Decision in enrolling their children at MIS Al-Ikhwah in Pontianak City. The regression coefficient value of 0.225 indicates that improvements in school facilities will be followed by an increase in parents' decisions to choose MIS Al-Ikhwah as their children's educational institution. This finding shows that adequate school facilities are one of the important considerations for parents because they are related to comfort, the smooth learning process, and support for students' educational activities. This result is in line with the research of Nugroho (2023) and Kristanto (2025), which state that school facilities have a positive and significant effect on school selection decisions.

The Effect of School Image and School Facilities on Parents' Decision

The results of the simultaneous test show that the calculated F value is $21.555 > F \text{ table } 3.09$ with a significance value of $0.000 < 0.05$, indicating that School Image and School Facilities simultaneously have a positive and significant effect on Parents' Decision in enrolling their children at MIS Al-Ikhwah in Pontianak City. The correlation coefficient (R) value of 0.553 indicates that the relationship between the two independent variables and Parents' Decision is in the moderate category, while the R Square value of 0.306 indicates that School Image and School Facilities are able to explain 30.6% of the variation in Parents' Decision, while the remaining 69.4% is explained by other factors outside this research model. These results indicate that parents' decisions in choosing MIS Al-Ikhwah are influenced by a combination of school image and school facilities, although their contribution is still at a moderate level. This finding is in line with the research of Simamora, Siagian, and Pelawi (2023), which shows that school image and school facilities simultaneously have a significant effect on school selection decisions.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that School Image and School Facilities are important determinants of Parents' Decision to enroll their children at MIS Al-Ikhwah in Pontianak City. A positive school image, reflected in a strong reputation, public trust, and favorable perceptions, can reduce parents' uncertainty when selecting an educational institution. Similarly, the availability of adequate, safe, and well-maintained facilities strengthens parents' confidence that the school is capable of providing a comfortable and supportive learning environment. Collectively, these findings indicate that parents' enrollment decisions are influenced not only by the educational services offered but also by how the school is perceived and how effectively its physical facilities support the learning process.

The findings theoretically reinforce the perspective that parents' decisions in selecting a school are shaped by both intangible attributes, such as institutional image and trust, and tangible attributes, such as the quality and availability of facilities. Nevertheless, a substantial proportion of Parents' Decision remains influenced by factors outside the research model. Future studies should therefore consider additional variables, including education quality, tuition affordability, teacher competence, school location, religious programs, service quality, and recommendations from other parents.

Managerially, MIS Al-Ikhwah should develop a more systematic strategy for strengthening its institutional image. The school can regularly publish verified information regarding student achievements, teacher qualifications, learning activities, religious programs, and school accomplishments through its website and social media platforms. Testimonials from current parents and alumni may also be used to build credibility, provided that they are presented authentically and ethically. In addition, the school should establish responsive communication channels, periodically measure parental satisfaction, and promptly address complaints that may affect public trust.

Regarding school facilities, management should conduct periodic facility audits covering classroom conditions, sanitation, worship facilities, libraries, learning equipment, playgrounds, security systems, and accessibility. The audit results should be used to determine maintenance priorities and prepare a gradual facility improvement plan based on urgency and available resources. The school should also ensure that existing facilities are not only available but are properly maintained, safe, and effectively utilized in learning activities.

Promotional activities should directly communicate the dimensions valued by parents. MIS Al-Ikhwah may organize open-house programs, school tours, trial classes, and parent information sessions to allow prospective parents to observe the learning environment and facilities firsthand. Digital promotional content should emphasize credible evidence of school reputation, student activities, facility conditions, and the distinctive educational value offered by the school. Any information concerning tuition fees, registration costs, scholarships, or installment schemes should be communicated transparently. However,

specific pricing strategies should be formulated through additional analysis because tuition affordability was not examined as a variable in this study.

FURTHER STUDY

This study has limitations because it only examines the effect of School Image and School Facilities on Parents' Decision in enrolling their children at MIS Al-Ikhwah in Pontianak City. The coefficient of determination (R^2) value of 0.306 indicates that 30.6% of the variation in Parents' Decision can be explained by School Image and School Facilities, while 69.4% is influenced by other factors outside the research model. Therefore, future research is recommended to include other variables that may influence Parents' Decision, such as education costs, school location, service quality, teacher quality, school promotion, curriculum, and school religiosity values. Future studies may also expand the research objects and locations to other educational institutions so that the results have a broader scope and better generalizability.

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