

This research in analyzing the effect of parent's demography and buying – decision process on their buying behavior in choosing a private primary school in the area of Cibubur respective on Jl. Alternative Transyogi Km.5 Cibubur. Parent's demography was very important to know because this certainly had effects on their buying decision.

In accordance with the title of this research namely; The analysis of parent's demography in the choosing of a private primary school, hence the purposes of this research is : (1). To find out what attributes of the choosing of a private primary school ; (2) How is parents' demography ; (3) to find out whether there is a significant relationship between the attributes of the choosing of a private primary school and parents' demography on Sekolah Global Mandiri.

The attributes of private primary school are learning system, quality of teaching staff, language of instruction, prestigious brand, time and distance to get to school. While relating to marketing activities, it includes information about product, giving discount, and promotion media.

To analyse these problems, in this research is used a survey method, namely; sample survey as much as 100 respondents/prospective parents who visited Mall Citra Grand Cibubur to represent population. The collecting data was conducted through library research and field research by giving questioners and collected the data from Sekolah Global Mandiri.

The methods of data analysis used are descriptive qualitative, Anova test., and Chi-Square.

Based on the outcomes of the research, it could be concluded that there was 66% female respondents and 34 male respondents, there were 48 respondents whose aged 21-30 years, 68% university graduates, 62 private employees and 76% respondents whose income ranged 5 – 10 millions. Sekolah Global Mandiri, in the point of brand awareness was in the position of brand recognition, due to it had only 10% compared to Bunda Hati Kudus got 47% and Tiara Bangsa obtained 32 %. The promotion media particularly by distributing brochures and banners were considered very effective since 91% respondents knew it from the promotion media. Relating to product attributes, the quality of teaching staff got most attention from parents, since there was 82% prospective parents thought this was very important compared to learning system and language of instruction (English) which was used in delivering lessons. Giving discount, prestigious brand, Time and Distance to get to school were factors which did not get minor concern from parents.

From this research, hence the parents' demography affected the choosing of a private primary school . Therefore, to raise the students' enrollment for each academic year, Sekolah Global Mandiri should have designed marketing activities based on the result of the survey which got main concerns from prospective parents in order to raise its brand

recognition and raise its market share and increase its enrollment of new students every academic year.



U N I V E R S I T A S
M E R C U B U A N A