

ABSTRACT

In formal education sector, the decline of education quality directly proportional to the study achievement in some subjects, as distanced learning/ Pembelajaran Jarak Jauh (PJJ) was implemented by the government of Indonesia since the beginning of the pandemic outbreak of Corona Virus Disease 2019 (Covid-19) hit. These conditions encourage the parent to provide extra lesson outside the school. Tutoring Institute is one of the available solutions to improve students' learning abilities. Several Tutoring Institute are experiencing the increased number of students, including Amaniyah Tutoring Institute. Although there has been growth in the number of enrolled students, several students dropped out in the same period. It takes efforts and the right service marketing strategies, so the parents will always do repurchase intention.



This study evaluates and analyzes promotion, price, and service quality towards customer satisfaction and the implication of the repurchase intension. By census, 168 questionnaires were filled by the parents of Amaniyah Tutoring Institute. The research approach is implemented quantitatively, with correlational design. The analysis technique used in this study is the Structural Equation Model (SEM) by the help of the Smart-PLS 3.0 program.

Result reveals that promotion, tuition fees, and service quality has positive and significant toward customer satisfaction. Promotion and tuition fees have

positive and significant effect toward customer satisfaction, while service quality does not. Promotion and service quality have positive and significant effect toward repurchase intention, while intuition fees do not. Customer satisfaction is also not able to mediate promotion, intuition fees and service quality toward repurchase intention.

Keywords: Promotions, Price, Service Quality, Customer Satisfaction, Repurchase Intension, Non-Formal Education.



ABSTRAK

Pada sektor pendidikan formal, penurunan kualitas pendidikan berbanding lurus dengan pencapaian pembelajaran di berbagai mata pelajaran, sejak Pelajaran Jarak Jauh (PJJ) diterapkan pemerintah Indonesia pada awal pandemi wabah *Corona Virus Disease 2019 (Covid-19)* melanda. Kondisi tersebut mendorong para orang tua siswa untuk memberikan pelajaran tambahan di luar sekolah. Bimbingan belajar adalah salah satu solusi yang tersedia untuk meningkatkan kemampuan belajar siswa. Beberapa bimbingan belajar mengalami peningkatan jumlah siswa, termasuk Bimbingan Belajar Amaniyah. Meskipun terdapat pertumbuhan pada jumlah siswa yang mendaftar, tercatat beberapa siswa mengundurkan diri dalam kurun waktu yang sama. Dibutuhkan usaha dan strategi pemasaran yang tepat agar orang tua siswa selalu melakukan keputusan memilih kembali.



Penelitian ini menganalisis promosi, biaya pendidikan, dan kualitas pelayanan terhadap kepuasan konsumen dan implikasinya pada keputusan memilih kembali. Secara sensus 168 survei terisi dengan baik. Pendekatan penelitian dilakukan secara kuantitatif, dengan desain korelasi. Teknik analisis yang digunakan adalah *Structural Equation Model (SEM)* dengan bantuan aplikasi Smart-PLS 3.0.

Berdasarkan hasil penelitian, promosi dan biaya pendidikan berpengaruh positif dan signifikan terhadap kepuasan konsumen. Kualitas pelayanan

berpengaruh negatif terhadap kepuasan konsumen. Promosi dan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan memilih kembali. Biaya pendidikan berpengaruh negatif terhadap keputusan memilih kembali. Kepuasan konsumen tidak memediasi promosi, biaya pendidikan dan kualitas pelayanan terhadap keputusan memilih kembali.

Kata Kunci: Promosi, Biaya Pendidikan, Kualitas Pelayanan, Kepuasan Konsumen, Keputusan Memilih Kembali, Pendidikan Nonformal.

