



The Influence of Quality of Service and Cost on Parents' Decisions to Choose Islamic Boarding Schools

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Abstract: This study was conducted to determine the impact of service quality and cost on parents' decision to enroll their children in pesantren. As part of this investigation, service quality and Cost were considered independent factors, while parents' decisions were dependent variables. The participants in this study consisted of two hundred parents of students who are still attending boarding schools in the 2022/2023 academic year. Meanwhile, the sample for this study consisted of fifty people who participated in the survey. The sampling method used was a probability sampling approach, precisely a simple random sampling method. This means fifty community members were equally likely to be selected as sample members. Questionnaires and documentation were the methods used for the data collection process. The analysis methods used were. This study uses several different analytical methods, including validity tests, reliability tests, multiple linear regression tests, and hypothesis testing. From this study, it is known that Quality of Service and Cost affect the variable Parents' Decision to Choose Islamic Boarding School because the Quality of Service and Cost variables show a positive influence, with a calculated t value of $3.085 > t_{table}$ of 0.2732 , then H_0 is rejected and H_a is accepted. This means that the quality of service indicator positively affects the parents' decision (Y). Furthermore, the calculated t value equals $3.208 > t_{table}$ 0.2732 , then H_0 is rejected, and H_a is accepted. This means the cost indicator positively influences parents' decisions (Y).

Abstrak: Untuk mengetahui dampak dari kualitas layanan dan biaya terhadap keputusan orang tua santri dalam mendaftarkan anak mereka ke pesantren, penelitian ini dilakukan. Sebagai bagian dari investigasi ini, Kualitas Layanan dan Biaya dianggap sebagai faktor independen, sedangkan Keputusan Orang Tua Santri dianggap sebagai variabel dependen. Partisipan dalam penelitian ini terdiri dari dua ratus orang tua santri yang masih bersekolah di sekolah berasrama pada tahun ajaran 2022/2023. Sementara itu, sampel untuk penelitian ini terdiri dari sebanyak lima puluh orang yang berpartisipasi dalam survei. Metode pengambilan sampel yang digunakan adalah pendekatan probability sampling, khususnya metode pengambilan sampel acak sederhana. Hal ini berarti bahwa lima puluh orang dari masyarakat memiliki kesempatan yang sama untuk dipilih menjadi anggota sampel. Kuesioner dan dokumentasi adalah metode yang digunakan untuk proses pengumpulan data. Metode analisis yang digunakan adalah. Penelitian ini menggunakan beberapa metode analisis yang berbeda, termasuk uji validitas, uji reliabilitas, uji regresi linier berganda, dan uji hipotesis. Dari penelitian ini diketahui Quality of Service dan Cost berpengaruh terhadap variabel Keputusan Orang Tua Memilih Pondok Pesantren, karena variabel Quality of Service dan Cost menunjukkan pengaruh positif, dengan nilai t hitung sebesar $3,085 > t_{tabel}$ sebesar $0,2732$ maka H_0 di tolak dan H_a diterima. Artinya indikator kualitas pelayanan berpengaruh positif terhadap keputusan orang tua (Y) Selanjutnya, Nilai t hitung sebesar $3,208 > t_{tabel}$ $0,2732$ maka H_0 di tolak dan H_a diterima. Artinya indikator Cost berpengaruh positif terhadap keputusan orang tua (Y).

A. Introduction

Through the construction of educational institutions, Islamic boarding schools have made a significant and rising contribution to the country's education. As an additional point of interest, Islamic boarding schools could also restore society's moral framework, which may sometimes conflict with religious values. Within the framework of the Salaf Islamic boarding school system, the Kyai are the key instructors who are accountable for teaching and creating Islamic boarding schools. Although teachers in the classroom are not Kyai themselves, they are students Kai has entrusted with the responsibility of imparting knowledge to others.

The education provided by Islamic boarding schools is a concrete manifestation of Islamic education designed, executed, and tailored to meet the community's requirements. The establishment of Islamic boarding schools in Indonesia goes back to before the Republic of Indonesia gained independence. Religious ideas are recognized as the basis of national culture and an integral component of education. Because of various restrictions placed on religious topics, the development of Islamic boarding school education has been impacted by these restrictions.

Islamic boarding schools exist in numerous contexts and conditions, and it is quite likely that this institution, even in its simplest form and with varied attributes, remains enduring (Tolib, 2015). Similarly, all elements inside it, such as kyai or ustadz and the students, consistently dedicate themselves to ensure the perpetuity of the Islamic boarding school. Naturally, this cannot be evaluated according to the criteria of the contemporary education system, in which the teaching faculty is remunerated with tangible resources for their diligent efforts. Pesantren is an Islamic educational institution that is a subculture in Indonesian society. Pesantren is a specialised institution with strong and unique features. Its assumed position involves the continuous transmission of educational endeavours from one generation to another. Pesantren functioned as educational institutions during difficult times, such as the war against colonialism, and remain resilient centres of study to this day (Zuhriy, 2011). While Islamic boarding schools are Islamic education in Indonesia in fostering religious people, they cannot be separated from the figure of a figure called a kyai (Fadilah, 2021). Islamic boarding schools and kyai are two things that cannot be separated, like two sides of a coin that are closely related to each other. Kyai is the leader of the Islamic boarding school. The boarding school is the students' residence, and the Islamic boarding school is the students themselves.

Islamic boarding schools have increased from year to year. This is a unique feature of Islamic boarding schools because a private community-based learning institution can be a choice for the community. The number of students' data has increased yearly; in 2020-2021, there were 30,494 Islamic boarding schools with 4.37 million students. In 2022-2023, 39,043 Islamic boarding schools had 4.08 million students. From these data, it can be seen that there is an increase in the need for Islamic boarding school education in various regions of Indonesia. Bangkalan Regency was designated as the City of Dhikr and Sholawat on 28 August 2015. Mohammad Makmud Ibnu Fuad, the Regent of Bangkalan at that time, led the

declaration of the City of Dhikr and Sholawat held at the Bangkalan Square. The declaration to become the City of Dhikr and Sholawat is a step toward improving Bangkalan Regency. It is hoped that with this nickname, the community can commit to becoming a Muslim person with noble morals, a gentle heart, and free from mental illness. The declaration was attended by students, Islamic boarding school administrators, clerics, and representatives from Islamic mass organizations in Bangkalan Regency. Administratively, Bangkalan Regency is divided into 18 sub-districts consisting of 273 villages and eight sub-districts. Meanwhile, Bangkalan Regency is included in the City of There are 165 Islamic boarding schools in the Bangkalan Regency, as stated by the Ministry of Religion. These schools are located throughout the region. The Bangkalan Regency in East Java Province has Kokop as one of its sub-districts. The island of Madura is home to this particular region. In 2023 in Kokop sub-district there will be 20 Islamic boarding schools, namely Al-Husaini, At-Toyibiyah, Babus Salam, Bahrul Ulum, Darus Salam, Ibnu Imam Al-Mursyidiyah, Miftahul Huda, Miftahul Ulum, Miftahul Ulum, Miftahul Ulum, Miftahul Ulum Al-Hamidiyah, Miftahul Ulum Al-Mubarak, Miftahul Ulum, Nahd lotul Muta'allimin, Najmudin Al-Mursyidiyah 02, Najmul Ulum Al-Mursyidiyah 01, Nurul Huda, Nurul Iman, Nurus Saleh, Raudlotul Ulum.

Related to management, Islamic Boarding Schools, with their diverse characteristics, are distinct educational institutions or organizations (Asifudin, 2016). One of the reasons for the presence of inconsistencies or ethical discrepancies in Islamic boarding schools is the significant influence and authority held by the Kiai figures, who play remarkable roles. Islamic boarding schools exhibit commonalities in ideology, shared references, and teaching methods, thereby possessing considerable influence and warranting consideration from all individuals. Islamic boarding schools are characterized by their strengths, which originate from their growth and recognition among the local community, primarily due to their dormitory structure. As a non-formal educational institution, Pesantren is one of Indonesia's traditional Islamic educational institutions. The purpose of education is to deepen religious knowledge and practice it as a guide in daily life, also known as Tafaqquh Fiddin (Adib, 2021).

The administration of non-formal Islamic education can have a flexible role, allowing it to operate, grow, and be dynamic by the progression and development of the changing times (Bolotio et al., 2021). From the perspective of the administration of non-formal Islamic education, these functions differentiate the management of education in general from such management. Planning, organizing, directing, and supervising are all aspects of general management that are included in managing non-formal Islamic education. This function cannot be isolated from the general management function. The researcher decided to focus their attention on the Najmul Ulum Al-Mursyidiyah 01 Islamic boarding school as the subject of their investigation for this particular study. This boarding school is located in Tlokoh Village, in the Kokop District of the Bangkalan Regency region of Madura.

Najmul Ulum Al-Mursyidiyah 01 Islamic Boarding School is the most prominent Islamic boarding school in Kokop District, with 652 students from various islands and

surrounding areas (such as West Kalimantan, South Kalimantan, Bangka Belitung, Blitar and Madura). It is constantly developing, both physically (buildings that are continuously increasing, complete facilities, sufficient funding with various business units, students or students who are constantly increasing, and so on) and non-physical developments (such as the quality of students, teachers, and employees increasing, high work motivation, solidarity, and cooperation are well established, there is an increase in management quality and so on).

In Tjiptono's view, service quality refers to efforts to meet customers' needs and preferences and the correct method of providing these services to achieve their expectations and satisfaction. Therefore, service quality involves fulfilling consumer needs and expectations and providing accurate services to align with consumer desires (Susetyo et al., 2022). Services are the actions and procedures for acquiring and using goods and services. This includes the decision-making process involved in planning and determining these activities. When it comes to commodities, services, people, nature, and the environment, quality is a constantly changing condition that may be defined as either meeting or exceeding expectations (Erinawati & Syafarudin, 2021).

The motivation to send children to Islamic schools can be intrinsic. Namely, the assumption is that through Islamic schools, children can become pious individuals, understand the basics of Islamic teachings, be devout in worship, be good at reciting the Koran, and have noble morals (Sabdah, 2021). The high Cost of education is not an obstacle for parents who want their children to have a quality education. However, some students choose quality institutions at affordable costs. This is because the Cost of education is comparable to the benefits of children's education in the future.

The critical role of education is inseparable from the quality of education (Asdrayany et al., 2023). Because the implementation of education in Indonesia was initially centralized, the process of implementing education in Indonesia became patchwork, where most skilled human resources are only owned or located in urban areas. The position of educational institutions, such as production centers, is that if all the necessary inputs are available, they expect to produce products that meet the criteria.

Education financing is one of the studies in educational administration that discusses how the source of funds is obtained, how to use the education costs obtained, and accountability for using these funds (Pangestu, 2019). Educational finance covers three aspects: revenue (data source), Expenditure, which is the allocation of the use of data obtained, and accountability for the use of these funds. Educational financing is vital in implementing education. Costs are a must because, with costs, the educational process will run smoothly. Almost no educational effort can ignore the role of costs, so it can be said that without educational financing, the educational process, especially in schools, will not run (Alfiningsih, 2018).

Islamic Boarding Schools are crucial religious educational institutions that are necessary for enhancing their involvement in shaping the lifestyle within the Islamic boarding school community. If education is seen as a sequential progression, then the

culmination of this progression will result in the attainment of the intended objectives. Furthermore, Islamic boarding schools consist of five fundamental components that are intricately interconnected, namely: Kyai (Islamic scholar), Santri (students), Mosque, Pondok (boarding house), and Teaching of ancient works. These five elements are unique characteristics that Islamic boarding schools have with educational institutions in other forms (Ernawati, 2018). The general goal to be achieved by the existence of Islamic Boarding Schools is a change in behavior or a change in good morals, and the specific goal is tazkiyatun Nafs (purifying the heart), approaching Allah through mujahadeen. Essentially, it manifests ideal values formed in a person's personality (Irawati, 2018).

According to a study conducted by (Daharaman, 2019), Islamic boarding schools are an example of a community-based education approach available. The Muslim community, whose primary objective is to educate the younger generation to comprehend and effectively apply Islamic teachings, is the driving force behind the establishment of the majority of Islamic boarding schools via their initiative. A sense of mutual collaboration is often prevalent in rural places, and Islamic boarding schools, with their communal way of life, maybe the face or mirror of that attitude. Because of the community's passion for Islamic boarding schools, this institution has been able to remain with just a tiny amount of government aid to ensure its continued existence.

An Islamic boarding school education is a tangible embodiment of Islamic education established, supported, and directed at the community. There are many different types of Islamic schools. The foundation of Islamic boarding schools in Indonesia dates back to a period before the Republic of Indonesia achieved its independence. Not only is it acknowledged that religious concepts form the foundation of national culture, but they are also regarded as an essential component of education. The evolution of Islamic boarding school education has been influenced by the many limits imposed on religious issues. These restrictions have been applied to several topics. This investigation has several goals, which are listed here for your convenience: Specifically, this study aims to analyze the individual influence of service quality and pricing on parents' decision-making process and assess the combined impact of service quality and education costs on parents' selection of Islamic boarding schools.

B. Method

Research methods are procedures and schemes used in research. Research methods allow research to be carried out in a planned, scientific, neutral, and valuable manner (Waruwu, 2023). The research in question uses a quantitative approach, which emphasizes testing concepts via the measurement of research variables through numerical data and requires statistical techniques for data analysis. This study makes use of a questionnaire as its research instrument. The questionnaire is designed to gather data in the form of replies from the guardians of children to the stated questions. Descriptive research is the form of research conducted because of the goal of the investigation (Sugiyono, 2017). The quantitative technique is called the conventional way due to its long-standing usage and

establishment as a customary research approach. Quantitative research is a solid foundation for an in-depth understanding of phenomena that can be measured numerically (Sugiyono, 2015).

In this particular instance, the research site is the Najmul Ulum Al-Mursyidiyah 01 Islamic Boarding School, which is situated in Tlokoh Village, Kokop District, Bangkalan Regency. This study aims to collect data from this particular area. On the other hand, the object of inquiry may be either tangible or abstract, or it can have a shape. For this investigation, the pupils' guardians are the study's subject. The guardians of students who were enrolled in the Najmul Ulum Al-Mursyidiyah 01 Islamic boarding school during the academic year 2022/2023 were the population that was chosen for this study. A total of 652 male and female students were enrolled in the school. The researcher also took 200 populations from female students who were expected to be able to provide an evaluation of the quality of services provided by the Najmul Ulum Al-Mursyidiyah 01 Kokop Islamic boarding school.

For example, research of a discovery nature finds the most effective way to eradicate corruption. Research that is proving, for example, proves whether it is true that incentives can improve work performance in specific units or not. Furthermore, research of a developing nature, for example, develops an effective community empowerment system (Sugiyono, 2017).

This study used a sample of 50 respondents, with the criteria of guardians of students from outside the island. The sampling technique used was probability sampling, namely simple random sampling. (Arieska & Herdiani, 2018) Simple random sampling is essential for developing more complex sampling methods. If the population members are registered, this technique is straightforward to use.

This research used a sample size of fifty respondents who met the requirement of guardians of students not from the island nation. The probability sampling approach is the simple random sampling technique used for the sample process. Research by Suliyanto (2011) One sort of essential sampling is known as simple random sampling, and it is often used in developing more complicated sampling systems. This strategy is relatively simple to implement if all of the members of the population have been properly registered.

The instruments used in this study are intended to produce accurate data, including using the Likert scale. Some researchers view the Likert scale as included in the ordinal scale category, while other researchers view the Likert scale as included in the interval scale category (Suliyanto, 2011). The fundamental difference between the two groups of scales (interval and ordinal) on the Likert scale is the use of the total score of the question items and the score of each question item (Budiaji et al., 2013).

Data is the primary goal of collecting data using instruments in carrying out research. Research instruments are the breath of (Umiyati, 2021). In this case, the researcher collected data using Primary data, which is research data obtained directly from the source, in this study using Questionnaire, Observation, and Documentation Methods.

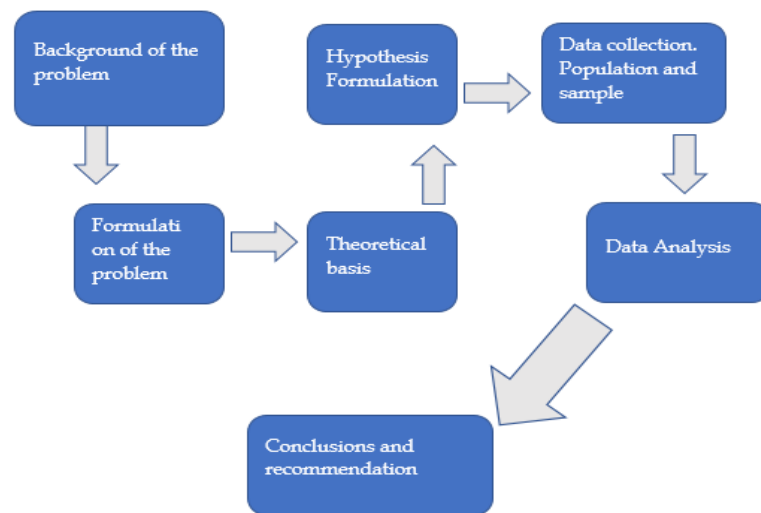


Figure 1. Research Flow

In this study, three factors are utilized: the independent variables are Service Quality and Cost, and the dependent variable is Parental Decision. The following operational definition and measurement of variables are used in the study being conducted.:

a. Independent Variables (X1) and (X2):

“The independent variables in this study are Service Quality as (X1) and Cost as (X2). This variable includes guardians of students who are still active in Islamic boarding schools in 2022/2023.”

b. Dependent Variable (Y):

The dependent variable in this study is Parental Decision (Y). The decision of the Parents of Students regarding various aspects of their involvement in Islamic boarding schools, both physically and spiritually. This perception includes the participation of guardians of students in choosing decisions. The number of research variables determines the number of instruments; three are also made if there are three research variables. For example, for the variables of product quality, consumer satisfaction, and consumer loyalty variables, three research instruments need to be used to measure the three variables (Pujihastuti, 2010).

The instrument used in this research is a questionnaire, which serves as a tool for gathering data in a manner that is convenient for processing and analyzing. The process of instrument development includes creating indicators for research instruments. The evaluation of the score employs a Likert scale.

The scale has five different alternative answer options: strongly agree (SS), Agree (S), Undecided (RG), Disagree (TS), and Strongly Disagree (STS). The researcher collected original data via a survey, which is included in this study. The study used various approaches for data collection, including questionnaires and documentation.

A questionnaire is a method of gathering information to assess the degree of satisfaction or level of client demand for an institution, product, service, or organization (Fendya & Wibawa, 2018).

The analysis used in this research is the Validity Test, which indicates whether the measuring instrument accurately measures the intended variable. The greater the instrument's validity, the more precise the measuring instrument is in measuring data (Amanda et al., 2019). Test of reliability is associated with the issue of confidence in the research instrument. A research instrument is dependable when the respondent's responses to the questions remain constant or steady. Test for Multiple Regression Equation In line analysis involves using computer aid via the statistical tool SPSS (Statistical Products and Services Solutions) to do the analysis. Methods for Hypothesis Testing Hypothesis testing is a component of inferential statistics that uses statistical methods to assess the validity of a proposition and make determinations about its acceptance or rejection (Anuraga et al., 2021).

C. Result and Discussion

Result

This study presents research data on the impact of service quality and costs on parents' decision-making process regarding the Najmul Ulum Al-Mursyidiyah 01 Kokop Islamic boarding school. It includes information about the respondents' characteristics (gender and employment type), an analysis of the questionnaire responses, and the data analysis results.

Table 1. Validity Test Results

Indicator	No Item	R Count	R Table	Value Sig	Information
Quality of Service	1	0,925	0,2732	0,000	Valid
	2	0,925	0,2732	0,000	Valid
	3	0,514	0,2732	0,000	Valid
	4	0,906	0,2732	0,000	Valid
	5	0,482	0,2732	0,000	Valid
Cost	1	0,601	0,2732	0,000	Valid
	2	0,461	0,2732	0,000	Valid
	3	0,774	0,2732	0,000	Valid
	4	0,774	0,2732	0,000	Valid
	5	0,497	0,2732	0,000	Valid
Buying decision	1	0,668	0,2732	0,000	Valid
	2	0,668	0,2732	0,000	Valid
	3	0,633	0,2732	0,000	Valid
	4	0,668	0,2732	0,000	Valid
	5	0,734	0,2732	0,000	Valid
	6	0,800	0,2732	0,000	Valid
	7	0,800	0,2732	0,000	Valid
	8	0,734	0,2732	0,000	Valid
	9	0,800	0,2732	0,000	Valid

Indicator	No Item	R Count	R Table	Value Sig	Information
	10	0,800	0,2732	0,000	Valid
	11	0,800	0,2732	0,000	Valid
	12	0,734	0,2732	0,000	Valid

Table 1 shows that all statement items have a coefficient value (r count) more significant than the r table, thus indicating that the data obtained is valid.

Table 2. Reliability Test

Variables	Alpha	Information
Quality of Service (X1)	0,794	Reliable
Cost (X2)	0,601	Reliable
Buying decision (Y)	0,924	Reliable

The reliability test findings show that each variable has a significant Alpha coefficient of more than 0.6. This suggests that the measurement ideas used for each variable in the questionnaire are dependable. Since this is the case, the objects included inside each variable idea may be regarded as acceptable for use as measuring instruments in subsequent research.

Table 3. Multiple Linear Regression

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	3.952	7.564		.522	.604
Quality of Service	1.047	.339	.384	3.085	.003
Cost	1.115	.348	.399	3.208	.002

a. Dependent Variable: Buying decision

From the table above, it can be seen that the resulting regression is as follows:

$$Y = a + b_1x_1 + b_2x_2$$

$$Y = 3.952 + 1.047X_1 + 1.115X_2$$

Explanation:

This may be understood in the following manner, taking into consideration the outcomes of the equation for multiple linear regression:

- a = The constant value of 3.952 indicates that the constant value may be disregarded if the values of X1 and X2 are regarded as equal to zero.

- b1 = According to the regression coefficient X1, which is 1.047, if the study variable on quality grows by one unit, then the parents' choice will increase by 1.047 units, provided that X2 remains unchanged.
- b2 = If the study variable on Cost rises by one unit, then the parents' choice will increase by 1.115 units, provided that X1 remains the same. This is according to the regression coefficient X2, which has a value of 1.115.

Table 4. T-test of the Influence of Quality of Service on Parents' Decisions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.952	7.564		.522	.604
Quality of Service	1.047	.339	.384	3.085	.003
Cost	1.115	.348	.399	3.208	.002

a. Dependent Variable: Buying decision

According to the findings of the t-test calculation, which can be seen in table 4, it is shown that:

- The calculated t value of 3.085 > t table of 0.2732, then Ho is rejected, and Ha is accepted, meaning that the Quality of Service indicator has a positive effect on parents' decisions (Y)
- The calculated t value of 3.208 > t table of 0.2732, then Ho is rejected, and Ha is accepted, meaning that the Cost indicator has a positive effect on parents' decisions (Y)

Table 5. F Test (simultaneous) of the Influence of Quality of Service and Cost on decisions Orang Tua

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	577.087	2	288.543	20.395	.000 ^b
	Residual	664.933	47	14.148		
	Total	1242.020	49			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Cost, Quality of Service

The results of the simultaneous significant test, often referred to as the F Test, are shown in Table 4.10 of the analysis of variance (ANOVA). Twenty-three hundred and ninety-five is the estimated F value, more than the critical F value of two forty. Considering this, the alternative hypothesis (Ha) is accepted, whereas the null hypothesis (Ho) is rejected.

As a result, it is possible to conclude that the decisions that parents make (Y) are influenced positively by both the Quality of Service (X1) and the Cost (X2).

Table 6. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.465	.442	3.761

a. Predictors: (Constant), Cost, Quality of Service
b. Dependent Variable: Buying decision

Based on the data in Table 6, the correlation coefficient (R) value is 0.682, indicating a significant association between the independent variables, Quality of Service (X1) and Cost (X2), and parental choices (Y). This is supported by the fact that the value of R is quite near to 1. The given number also indicates the determination coefficient (R²) value 0.442. This implies that 44.2% of parental choices are impacted by the Quality of Service and Cost variables, while factors outside these variables influence the remaining percentage.

Table 7. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.68375745
Most Extreme Differences	Absolute	.120
	Positive	.099
	Negative	-.120
Test Statistic		.120
Asymp. Sig. (2-tailed)		.070 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

“In table 7. it can be seen that the normality test on the data produces a significant value (p)>0.05, namely 0.070>0.05. It is possible to draw the conclusion that the data follows a normal distribution. According to the findings of the normality test, the data that was used in the process of constructing the multiple linear regression model is in accordance with the criteria. On the basis of this principle, the correctness of the findings of the analysis is assured.”

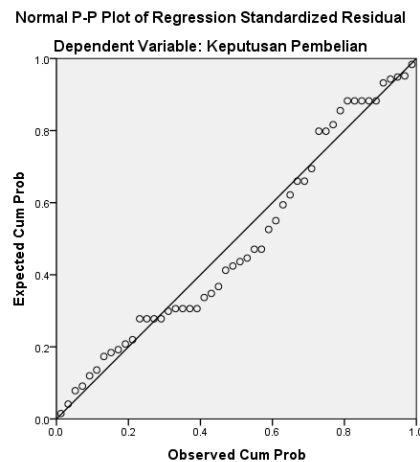


Figure 2. Histogram of Normality P-Plot Y

Considering the histogram of the normality graph for variable Y shown before, it is possible that the data distribution does not follow a regular pattern. The fact that the data points display significant variance from the diagonal line shows a deviation from the assumption of normality in the regression model.

Discussion

Quality of Service and Cost on Parents' Decisions to Choose Najmul Ulum Al-Mursyidiyah 01 Kokop Islamic Boarding School

- a. The investigation's results revealed a t-value of 3.085, exceeding the critical t-value of 0.2732 in the t table. Consequently, the alternative hypothesis (H_a) was accepted, while the null hypothesis (H_o) was rejected. Based on this, it can be concluded that the Quality of Service indicator positively influenced the decisions made by parents (Y). Evidence supports that Quality of Service significantly and positively affects the decisions regarding selecting educational services.
- b. The Influence of Cost on Parents' Decisions
The study's findings indicated that the t-value of 3.208 surpassed the critical t-value of 0.2732 in the table. This led to the acceptance of the alternative hypothesis (H_a) and the rejection of the null hypothesis (H_o). It demonstrates that the Cost variable significantly influenced parents' decisions, implying that Cost had a positive and statistically significant effect on the choice of Islamic boarding schools. Thus, it is evident that the Cost factor had a notable impact on the decisions made by parents.
- c. The Influence of Quality of Service and Cost on Parental Decisions
According to the findings of the F test carried out using SPSS, the calculated F value is 20.395, which is higher than the essential F value of 2.40. Consequently, the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_o) is rejected. The conclusion that can be drawn from this is that the variables Quality of Service (X_1) and Cost (X_2) have a positive influence on the decisions that parents make (Y).

D. Conclusion

The following are some of the findings that can be drawn from the research and discussion that was previously published on the topic of the influence of quality of service and cost on the decision of parents of students to choose Islamic boarding schools: The data obtained from the multiple linear regression equation serve as the basis for the interpretation of the equation, a = The constant value of 19.407 indicates that the constant value may be disregarded if the values of X_1 and X_2 are regarded as being equal to zero instead, b_1 = If the study variable on quality improves by one unit, then the parent's choice will increase by -1.375 units, providing that X_2 remains constant. This is according to the regression coefficient X_1 , which has a value of -1.375 and b_2 = According to the regression coefficient X_2 , which is 2.893, if the study variable on Cost rises by one unit, then the parent's choice will increase by 2.893 units, supposing that X_1 remains the same. Taking into consideration the outcomes of the t-test computation, it is evident that, An AA comparison was conducted between the computed t-value, -3.461, and the value obtained from the t-table, 0.2732. The conclusion that may be drawn from this is that the alternative hypothesis (H_a) is accepted, whereas the null hypothesis (H_o) is declared incorrect. It is possible to draw the conclusion that the Quality of Service indicator has a positive impact on the choices that parents make. "It can be seen from the t-table that the calculated t-value of 5957 is more than the crucial t-value of 0.2732 it represents. In light of this, the alternative hypothesis (H_a) is accepted, whereas the null hypothesis (H_o) is rejected. It may be deduced from this that the Cost indicator has a favorable influence on the decisions that parents make (Y). According to the findings of the simultaneous significant test (F Test) that are shown in table 4.8 of the analysis of variance (ANOVA), the F value that was computed to be 19.907 is higher than the crucial F value of 2.40. In light of this, the alternative hypothesis (H_a) is accepted, whereas the null hypothesis (H_o) is rejected. Therefore, it can be concluded that both the Quality of Service (X_1) and the Cost (X_2) have a beneficial impact on the choices that parents make (Y)". The correlation coefficient (R) value of 0.677 indicates a significant association between the independent variables, Quality of Service (X_1) and Cost (X_2), and parents' choices (Y). The data's normality test yields a p-value of 0.184, higher than the significance level of 0.05. The data has a normal distribution.

Some implications that need attention are: 1) Theoretical Implications, when it comes to the choices parents make about Islamic boarding schools, the poll's results suggest that the Cost and the quality of the service are two aspects that play a significant part in the decision-making process. However, quality of service and Cost are not used in the stages and processes that are now in place. In that case, the administrators of the Islamic boarding school will not be able to comprehend how to utilize Quality of Service and Cost in such a manner that it will also affect the parents' decisions. In light of the research results, it was found that the factors of Quality of Service and Cost considerably influence the parents' choices. 2) Practical Implications. Quality of Service and Cost both the price and the level of service that is provided. The implications of this study for Quality of Service and Cost are that if the administrators of the Islamic boarding school are unable to process educational

Costing Services, the goals of the Islamic boarding school will not be achieved because the services and costs in the Islamic boarding school cannot be realized optimally and will have an impact on the achievement of the vision and mission of the Islamic boarding school related to increasing parents' decisions to choose Islamic boarding schools. Parental Decisions The implication of this study for Parental Decisions is that there is a relationship between people's decisions on Quality of Service and Cost of education by considering the needs of students and educators in achieving educational goals to be able to achieve increased parental decisions.

For future research, it is recommended to add other independent variables besides Quality of Service and Cost, which, of course, can affect the dependent variable of parents' decisions in choosing the Najmul Ulum Al-Mursyidiyah 01 Islamic boarding school to complete this study further because there are still other independent variables outside this study that may affect Buying decisions.

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