
The Effect of Personal Selling and Fairness of Price Using Brand Image as an Intervening Variable on Students' Decision to Choose School at Smkti Bali Global Denpasar

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Abstract:

The purpose this research for understanding the impact of personal selling and fairness of price on the decision to choose a school with a brand image as a mediating variable at SMKTI Bali Global Denpasar. Quantitative research using pre-existing measurement scales related to personal selling, fairness of price, brand image and the decision to choose a school. The sample consist of 119 parents of SMKTI Bali Global Denpasar students, with an analysis tool utilizing the SEM PLS model. The reasearch finds a direct impact of personal selling on the decision to choose school, fairness of price on the decision to choose school, brand image on the decision to choose school shows significant positive result. The impact of personal selling on brand image, the impact of fairness of price on brand image show positive and significant results. Brand image is able to mediate the indirect effect of personal selling on the decision to choose a school. Brand image is able to mediate the indirect effect of fairness of price on the decision to choose a school. Implication this research in order to schools are expected to adopt an integrated marketing approach that involves various aspects, such as fairness of price, personal selling, and brand image. By developing a comprehensive and coordinated marketing strategy, schools can achieve greater efficiency in attracting prospective students and parents. It is important for schools to provide appropriate training and development for their sales team. This will help them become more effective communicators and be able to convey information clearly and convincingly to prospective students and parents. A well-trained sales team will increase the effectiveness of personal selling and contribute to improving the decision to choose a school. The research offers new insights, fills the study gap on the effect of brand image mediating personal selling on the decision to choose a school.

Keywords: Personal Selling, Fairness of Price, Brand Image, Decision to Choose a School

1. Introduction

Education is one of the important factors in advancing and educating the nation as well as a means to develop Indonesian as a whole. One of the goals of the Indonesian nation is contained in the preamble of the 1945 Constitution, namely to educate the life of the nation. According to Law no. 20 of 2003 concerning the National Education System that: "National education functions to develop capabilities and form and dignified national civilization in order to educate the nation, aims to develop the potential of students to become human beings who believe in God Almighty, have noble character, healthy, knowledgeable, capable, creative, independent and become democratic and responsible citizens". Education is a means to develop knowledge and skills needed to advance the country and address global competition.

Entering globalization, the world no longer recognizes regional or national boundaries and a competitive climate that has entered all aspects of human life, including education sector. Globalization has led to the emergence of competitive competition in the world of secondary school education services where SMP/MTs graduates must consider continuing their education to Senior High School (SMA) or to Vocational High School (SMK). The large number of educational institutions today, both managed by the government and the private sector, as well as the emergence of many innovations carried out by educational institutions which are expected to support the quality of education have led to high competition between educational institutions, one of which is in attracting and getting students. In the Province of Bali there are many high schools/vocational schools which can be the choice of students who graduate from junior high schools/MTs to continue their education. Education sector in Indonesia is currently experiencing highly rapid development, this can be seen from the increasing number of Vocational High Schools that have opened. Vocational High School (SMK) as an educational institution with a mission to prepare a

middle-level workforce capable of filling job opportunities and of professional quality is expected to be able to play a role as a superior tool for Indonesian industries in facing global competition.

Every parent wants to provide the best for their children, parents' behavior in selecting a school is the same as consumer behavior in making a purchase decision. Consumer behavior is a decision-making process and each individual's activities are carried out in order to evaluate, obtain, use or regulate goods or services. Kotler and Armstrong (2018: 158) state that consumer purchasing decision behavior focuses more on the process of purchasing goods and services carried out by end consumers both individually and in households that are used for personal use. Purchase decision according to Kotler and Keller (2016: 179) is a behavior formed by consumers in choosing the most preferred brand to buy. Purchasing decision is the consumer's best conclusion to make a purchase. The decision-making process to buy a product or service starts from need recognition, information search, alternatives evaluation, purchase decisions, and post-purchase behavior. The decision of prospective students to continue their education after graduating from junior high school to high school level certainly has considerations in choosing a school that is in accordance with their desired expectations. Parents as consumers who make decisions on purchasing educational services have their own considerations in choosing a school for their children.

Brand image is one of the factors considered in making a decision to choose a school. According to Kotler and Keller (2016) brand image is the consumer's perception of a brand as a reflection of the associations that exist in consumers' minds. Brand image is an association that appears in the minds of consumers when remembering a particular brand. The association can simply appear in the form of certain thoughts and images associated with a brand. A good brand image in the long term can have a positive impact on

schools, because in itself it can be an attraction for the community.

The decision to purchase a product in consumer mind does not just happen, it requires a process, one of the factors is personal selling. Swastha (2018: 256) argues that personal selling is a direct interaction that is face to face between buyers and sellers. Nashih (2017: 5) asserts personal selling is interaction between individuals, face to face with each other aimed at creating, repairing, controlling, or maintaining mutually beneficial exchange relationships with other parties.

The next factor influencing the decision to choose a school is the fairness of price. According to Kotler and Armstrong (2018: 308), price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using an item or service. For some products such as food, price fairness can be one of the considerations for consumers in the purchasing decision-making process and even creates opportunities to build consumer loyalty (Sahay, 2007).

Bali Global Information Technology Vocational High School (SMK TI BALI GLOBAL) Denpasar is one of the private SMKs in the city of Denpasar which has 5 majors, namely Computer and Network Engineering (TKJ), Software Engineering (RPL), Multimedia (MM), Animation and Visual Communication Design (DKV). The number of students who choose SMKTI Bali Global Denpasar fluctuates every year. The decline in the number of students was even higher after the Covid-19 pandemic hit, this was due to the difficulty of promoting to SMP/MTs schools, because all schools carried out the teaching and learning process online and there were many competitors for the SMKTI Bali Global Denpasar. The emergence of competitors for the SMKTI Bali Global Denpasar such as State Vocational Schools is also a challenge for them to survive. In order to maintain its existence as an educational institution, the SMKTI Bali Global Denpasar

needs to carry out a marketing strategy. As for a good marketing strategy, it can maintain its existence in society (Saputri and Sadjarto, 2018). In marketing strategy, the first thing to consider is consumer behavior where schools must understand consumer behavior of their target market. By knowing this, the SMKTI Bali Global Denpasar can determine the right steps and strategies to influence prospective students to choose a school at the SMKTI Bali Global Denpasar. To find out how consumer behavior is, the SMKTI Bali Global Denpasar can use promotion as a tool to achieve institutional goals. Marketing strategies that have been carried out by the SMKTI Bali Global Denpasar include personal selling by making visits and giving presentations to junior high schools in Bali, participating in education expos, placing advertisements in print media, electronic media and social media. Personal selling carried out by the SMKTI Bali Global Denpasar has several obstacles, including the limited number of employees who can carry out personal selling, because there are no specially trained employees to do marketing. Permission from the SMP that will be visited by the SMKTI Bali Global Denpasar is also a problem because class IX students who will be given information will focus on facing exams, and from the SMP it is difficult to give permission or time to conduct personal selling to schools. The difference between the SMKTI Bali Global Denpasar compared to other schools is the majors they have. The five majors at SMKTI Bali Global Denpasar are only computer majors, no tourism or accounting majors. This can be an advantage or a disadvantage of the SMKTI Bali Global Denpasar because there are no variations in major choices. By only having a computer major at SMKTI Bali Global Denpasar, this will form a brand image that SMKTI Bali Global Denpasar as a school with the most complete computer department.

Market target for Vocational High Schools (SMK) is students who have graduated from junior high schools or equivalent who will continue their

education to a higher level of education. Private Vocational High Schools (SMK) must attract excellence in offering their educational services by increasing the factors in the decision to choose that can attract consumers' interest in choosing studies at private Vocational High Schools (SMK) according to consumer expectations. There are several factors that can be used as a decision in choosing SMKTI Bali Global Denpasar, such as: brand image, personal selling and fairness of price. Brand image is an identity in product differentiation with other companies (Rohmah, 2015). While the fairness of price is a reflection of the level of benefits felt by consumers. Brands that have a positive image in society will have appropriate price.

Based on the background, this research is conducted to examine and analyze the effect of personal selling and fairness of price on the decision to choose a school with brand image as a mediating variable at SMKTI Bali Global Denpasar.

1.2 Research Gap

Purchase decision of a product in consumer mind does not just happen, but requires a process, several factors involved are personal selling, fairness of price and brand image. Previous studies regarding the effect of personal selling on the decision to choose, the effect of fairness of price on the decision to choose, the effect of brand image on the decision to choose still shows non-uniformity. There are empirical studies showing significant results of personal selling on the decision to choose (Artini, 2021; Nainggolan, 2022; Soehardi, 2022). There are also significant results of the effect of fairness of price on the decision to choose (Mustafa, 2022; Trisna, 2022).

Although many research show significant results, there are also various research proves that the results do not pose significant effect of personal selling on the decision to choose (Nasya, 2019), and the effect of fairness of price on the decision to choose (Pandapotan, 2020).

In accordance with the research gap, this study examines brand image as a mediating variable. Brand image is one of the factors considered in making a decision to choose a school. This phenomenon is an important reason for adopting brand image as a mediating variable for the influence of personal selling on choosing decisions and the fairness of price on choosing decisions. The results of various empirical studies, brand image can significantly influence the decision to choose (Umbola, 2019; Sudaryanto, 2019; Arsta, 2021; Santi, 2022).

1.3 Research Formulation

Based on the background explained regarding personal selling as well as fairness of price and research gap, it can be shown that the research problem is: Do personal selling and fairness of price affect the decision to choose a school at SMKTI Bali Global Denpasar and whether brand image can mediate the influence of personal selling and fairness of price on the decision to choose a school at SMKTI Bali Global Denpasar.

2 Literature Review and Hypotheses

2.1 Consumer Behavior

Kotler and Keller (2016) explain that consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants. Consumer behavior will determine the decision-making process in their purchases. The behavior of consumers of educational services can be defined as the activities of individuals who are directly involved in obtaining and using educational services, including the decision-making process.

2.2. Personal Selling and Decision to Choose a School

Personal selling is conducted to introduce and communicate a product, service or organization to prospective customers directly (face to face) between the seller and the prospective customer so that it can inspire potential customers to try

purchasing (Tjiptono, 2008: 224). With personal selling, consumers or parents of students will be informed complete information about the intended school so that it will improve school selection decisions. Personal selling has a positive and significant effect on purchasing decisions (Gustina, 2019; Zuhail, 2018; Arifuddin, 2019). Based on the results of research studies on the effect of personal selling on the decision to choose a school, the hypothesis can be formulated:

Hypothesis 1: Personal selling has a positive effect on the decision to choose a school

2.3 Fairness of Price and Decision to Choose a School

Price fairness is a positive perception that causes a positive response to customers if the price received is in accordance with obtained value, Ariastuti (2017). Price fairness can be seen from reasonable prices for each item sold, unreasonable prices will affect consumer purchasing decisions. With the fairness of prices, consumers or parents of students will feel that the education costs incurred are appropriate or reasonable with the school facilities that are obtained so that it will improve school selection decisions. Fairness of price has a positive and significant effect on purchasing decisions (Mustafa, 2022; Trisna, 2022). Based on the results of research studies on the effect of fairness of price on the decision to choose a school, the hypothesis can be formulated as follow:

Hypothesis 2: Fairness of price has a positive effect on the decision to choose a school

2.4 Personal Selling and Brand Image

During promotional activities, messages and information conveyed from sellers to buyers are part of the brand, Sari et al. (2018). Therefore, it is indirectly that the personal selling activities carried out will affect the brand image being promoted. Personal selling has a positive and significant effect on brand image (Candra, 2015; Ari, 2021). Based on the results of research

studies on the effect of personal selling on brand image, a hypothesis can be formulated:

Hypothesis 3: Personal selling has a positive effect on brand image

2.5. Fairness of Price and Brand Image

Amryyanti et al. (2013) defines price fairness as an assessment of a result and how a process will later obtain an acceptable and reasonable result, or in other words has rational sense. Fairness of price in this case is the cost of education will affect the brand image. Fairness of price has a positive and significant effect on brand image (Gita, 2020; Lely, 2020; Desy, 2017). Based on previous studies on the impact of fairness of price on brand image, the following hypothesis can be formulated:

Hypothesis 4: Fairness of price has a positive effect on brand image

2.6 Brand Image and Decision to Choose a School

Brand image is related to reputation, a school that has a good reputation will stay in consumers' mind that the school has an unquestionable reputation. Brand image has a significant and positive effect on purchasing decisions (Umbola, 2019; Sudaryanto, 2019; Santi, 2022). Based on the concept approach and the findings of empirical studies, effect of brand image has a significant and positive impact on purchasing decisions, the hypothesis can be formulated:

Hypothesis 5: Brand image has a positive effect on the decision to choose a school.

2.7 Brand Image mediates Personal Selling on the Decision to Choose a School

The mediation process occurs when personal selling has an influence on consumer perceptions of the school's brand image. Then, the brand image that has formed will influence the decision to choose a school by prospective students or their parents. Personal selling is conducted by sales team at SMKTI Bali Global Denpasar by providing direct information about the advantages, programs, facilities and school culture to

prospective students or their parents. Personal selling has no influence on the decision to choose a school (Nasya, 2019; Dwi et al., 2022). Brand image has a positive and significant effect on purchase decision. Therefore, it can be assumed that brand image variable can be a mediating variable between personal selling and the decision to choose a school. Based on the results of previous research, the hypothesis can be formulated as follows:

Hypothesis 6: Brand image has a positive effect mediating personal selling on the decision to choose a school.

2.8. Brand Image mediates the Fairness of Price on the Decision to Choose a School

Brand image can mediate the effect of fairness of price on purchasing decisions (Desy, 2017; Lely, 2020; Sherli, 2023). Based on the theoretical concept and the empirical findings of the influence of brand image to mediate the effect of fairness of price on purchasing decisions, a hypothesis can be formulated as follows:

Hypothesis 7: Brand image has a positive effect on mediating the fairness of price on the decision to choose a school.

3. Research Methods

3.1 Variables and Measures

There are four latent variables involved in this study. All of these latent variables are used as

models to determine their simultaneous effects, namely; Indicator for Personal Selling is adapted from Gunasekharan et al. (2015), Indicator for Fairness of Price is adapted from Dhurup, Mafini and Dumasi (2014), indicator brand image is adapted from Kotler and Keller (2015), and Indicator for Decision to Choose a School is adapted from Kotler & Armstrong (2016). Each latent variable is measured by several items that have been tested empirically and used in previous empirical studies. This study adopts these items. All items as research instruments used five (5) Likert scale points ranging from "strongly disagree, that is 1 point" to "strongly agree, presented as 5 points."

3.2 Construct validity and reliability

Validity and reliability tests were carried out on 30 respondents. The test of validity and reliability of each construct and dimension indicators, carried out by finding for significant correlations and Cronbach Alpha per dimension or construct. A construct is declared reliable if it has a Cronbach Alpha value of 0.7 (Ghozali, 2016). An indicator is declared valid if each indicator score has a significant bivariate correlation with the total indicator score. Table 1 shows that Cronbach Alpha of each construct and dimension has value above 0.7, and has significant correlation per item shows a positive value.

Tabel 1. Validity and Reliability Questionnaire

Variable	Reference	Dimension	Indicators	Correlation coefficient	Cronbach Alpha
Personal Selling	Gunasekharan et al. (2015)	<i>Communication Skills(X_{1.1})</i>	Creating a good communication with consumers X _{1.1.1}	0.747**	0.952
			Pose polite attitude X _{1.1.2}	0.797**	
			Able to manage emotions X _{1.1.3}	0.746**	

		<i>Product Knowledge (X_{1.2})</i>	Ability to explain product characteristics X _{1.2.1}	0.789**				
			Ability to explain the benefits of a product X _{1.2.2}	0.731**				
			Ability to answer consumers' questions regarding the product X _{1.2.3}	0.821**				
		<i>Creativity (X_{1.3})</i>	Product marketing skills X _{1.3.1}	0.705**				
			Skills in using communication methods to attract consumers' attention X _{1.3.2}	0.510**				
			Patience when offering products to consumers X _{1.3.3}	0.911**				
		<i>Empathy (X_{1.4})</i>	Ability to provide individual attention to consumers X _{1.4.1}	0.792**				
			Put the interests of consumers first X _{1.4.2}	0.795**				
			Ability to understand consumer needs X _{1.4.3}	0.749**				
			Ability to provide solutions to consumers' problems X _{1.4.4}	0.903**				
		Fairness of Price	Dhurup, Mafini and Dumasi (2014)			Price affordability X _{2.1}	0.877**	0.900
						Price matches product quality X _{2.2}	0.776**	
Price conformity with brand image X _{2.3}	0.771**							
Price Satisfaction X _{2.4}	0.823**							
Brand Image	Kotler and Keller (2015)		Brand Identify Y _{1.1}	0.819**	0.914			
			Brand Personality Y _{1.2}	0.872**				

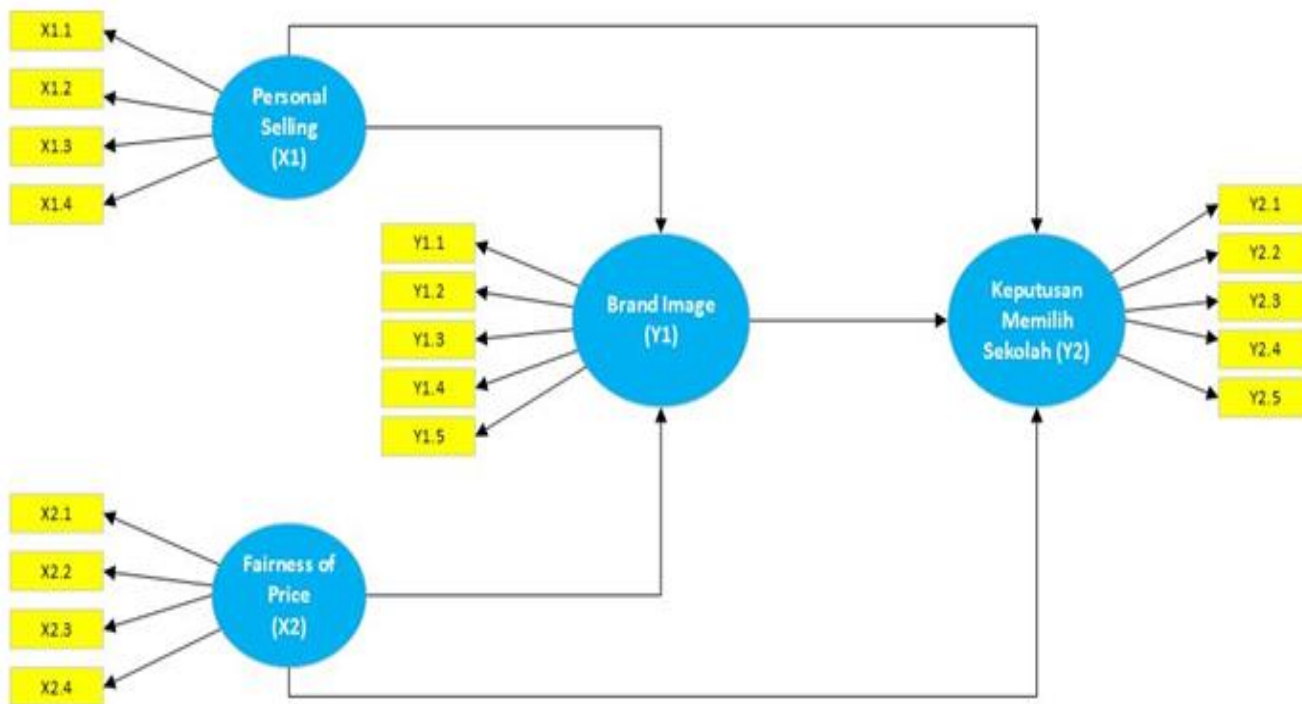
			Brand Association Y _{1.3}	0.909**	
			Brand Attitude and Behavior Y _{1.4}	0.929**	
Decision to choose a school	Kotler & Armstrong (2016)		Recognition of needs Y _{2.1}	0.863**	0.919
			Information search Y _{2.2}	0.886**	
			Evaluate each alternatives Y _{2.3}	0.891**	
			Purchase decision Y _{2.4}	0.803**	
			Post purchase behavior Y _{2.5}	0.871**	

Note: ** *p* significant at level 0.00

Based on the presentation of research problems, concepts, theories and results of empirical studies,

and hypotheses, the research model can be described as shown in Figure 1.

Figure 1: Research Framework



3.3. Sampling

Based on the data obtained, the number of student parents in grades X, XI and XII for the 2022/2023 academic year is 1.268 persons. The number of

samples in this study determined by the G*Power 3.1.9.7 application. In this study, there are 3 (three) predictor variables. Based on calculations using the G*Power 3.1.9.7 program, the number of samples in this study is 119 persons.

Table 2: Characteristics of Survey Respondents

Number	Characteristics	Total	Percentage (%)
1.	Gender:		
	• Male	48 persons	40.3
	• Female	71 persons	59.7
2.	Age in years		
	• 35-39	17 persons	14.3
	• 40-44	38 persons	31.9
	• 45-49	33 persons	27.7
	• 50-54	23 persons	19.3
	• > 54	8 persons	6.7
3.	Education:		
	• Elementary School	4 persons	3.4
	• Middle High School	6 persons	5.0
	• High School	52 persons	43.7
	• Diploma III	13 persons	10.9
	• Bachelor's Degree	34 persons	28.6
	• Post Graduate (S2/S3)	10 persons	8.4
4.	Employment :		
	• Private Sector Employee	45 persons	37.8
	• Public Service Officers	7 persons	5.9
	• Entrepreneur	23 persons	19.3
	• Housewife	28 persons	23.5
	• others	16 persons	13.4
5.	Income :		
	• < IDR 2,000,000.00	28 persons	23.5
	• IDR 2,001,000.00 – 3,000,000.00	27 persons	22.7
	• IDR 3,001,000.00 – 4,000,000.00	17 persons	14.3
	• IDR 4,001,000.00 - 5.000.000.00	19 persons	16.0
	• > IDR 5,000,000.00	28 persons	23.5
Total		119 persons	100

4. Data Analysis

Inferential analysis is utilised to test the hypothesis that have been formulated. Testing the hypothesis to produce a fit model. the data was analyzed using Structural Equation Modeling (SEM). with the Partial Least Square (PLS) approach with the help of the Smart PLS software application program.

The results of the output analysis show that all indicators have a loading factor value of > 0.50. with $p > 0.05$ which is in accordance to the convergent validity criteria (Ghozali, 2014). The Average variance extracted (AVE) value > 0.50 meets the requirements of convergent validity (Ghozali, 2014). Composite reliability results are stated to be good if they have a value above 0.70.

Table 3. Discriminant Validity Examination

Variable	Average Variance Extracted (AVE)	□AVE	Personal Selling	Fairness of Price	Brand Image	Decision to choose a school
Personal Selling	0.873	0.934	1			
Fairness of Price	0.769	0.877	0.604	1		
Brand Image	0.746	0.864	0.660	0.704	1	
Decision to choose a school	0.756	0.870	0.747	0.752	0.896	1

Table 4 shows that the indicators for each latent variable are valid and reliable measures (Ghozali. 2016).

Table 4. Composite Reliability. R-Square

Variabel	Composite Reliability (>0.70)	Cronbach Alpha	R-Square
Personal Selling (X_1)	0.965	0.952	-
<i>Fairness of Price</i> (X_2)	0.930	0.900	-
<i>Brand Image</i> (Y_1)	0.936	0.914	0.582
<i>Decision to choose a school</i> (Y_2)	0.939	0.919	0.860

Note: (Ghozali. 2016)

Calculation results of Q Square Predictive Relevance (Q2) show a value of 0.9414. which indicates that the model represents good observations. where 94.14% of the relationship between variables can be explained by the model. while the rest (5.86%) are error factors or other factors that are not included in the research model. Evaluation of the inner model measured based on the Q Square Predictive Relevance (Q2) and

Goodness of Fit (GoF) above shows that the model formed by the constructs has a very good model category.

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R_1^2) (1 - R_2^2)] \\
 &= 1 - [(1 - 0.582^2) (1 - 0.860^2)] \\
 &= 0.9414 \text{ or } 94.14\%
 \end{aligned}$$

5. Result

5.1 Hypothesis Testing

The result of structural model analysis shows the relationship between latent variables which are adopted as the concept of this research model as

shown in Figure 1 and Table 4. All direct effects between latent variables show significant positive relationship. T Statistics above 0.96 and P Value below 0.05. This means that Hypothesis one (H1) to Hypothesis five (H5) are all accepted.

Table 4. Hypothesis Test Results

Variable	Original Sample	T Statistics	P Values	Hypothesis	Note
Personal Selling -> Decision to choose a school	0.233	3.661	0.000	H ₁	Significant
Fairness of Price -> Decision to choose a school	0.176	2.811	0.005	H ₂	Significant
Personal Selling -> Brand Image	0.370	3.066	0.002	H ₃	Significant
Fairness of Price -> Brand Image	0.480	4.049	0.000	H ₄	Significant
Brand Image -> Decision to choose a school	0.619	10.042	0.000	H ₅	Significant
Personal Selling -> Brand Image -> Decision to choose a school	0.229	2.946	0.003	H ₆	Significant
Fairness of Price -> Brand Image -> Decision to choose a school	0.297	3.639	0.000	H ₇	Significant

Figure 2: Research Results

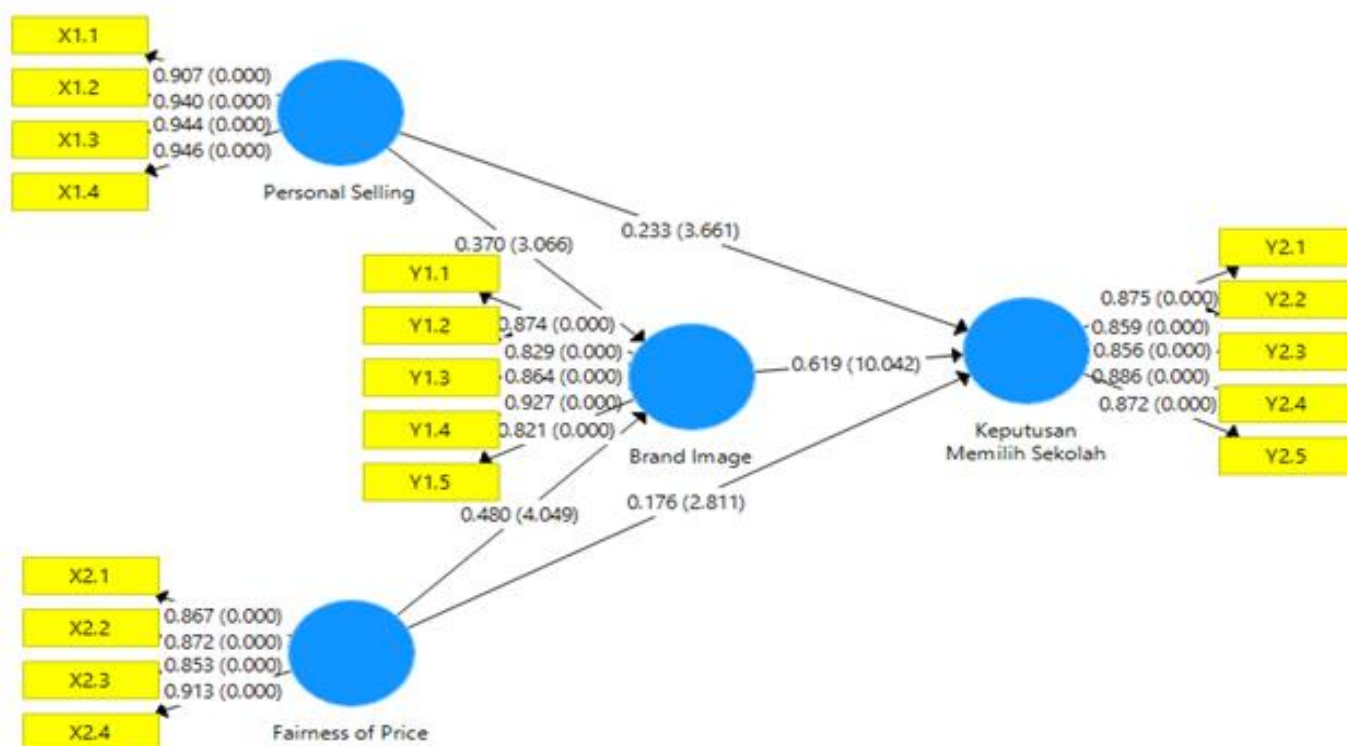


Table 5: Recapitulation of Mediation Variable Testing Results

Mediating Variable of Brand Image	Model				Information
	A	B	C	D	
Personal Selling -> Brand Image -> Decision to choose a school	0.233 (sig)	0.229 (sig)	0.370 (sig)	0.619 (sig)	Partially Mediated
Fairness of Price -> Brand Image -> Decision to choose a school	0.176 (sig)	0.297 (sig)	0.480 (sig)	0.619 (sig)	Partially Mediated

6. Discussion:

Consumers tend to use brand image as a basis or reference before making a product or service purchase process. Therefore, it is important for companies/organisations, including schools, to create an attractive and positive brand image. A strong brand image can represent the good quality of education and excellent programs offered by the school.

Personal selling acts as a direct representative of the brand in the eyes of consumers. Sales teams have a duty to provide a detailed description of the product or service being provided, and if they are able to convey the information clearly and convincingly, consumers will have a better understanding regarding the brand. Direct interaction with sales teams allows consumers to form positive perceptions about the brand and increase trust in the brand, which will ultimately affect the brand image. Through personal selling, schools can provide information tailored to the needs and preferences of prospective students or parents of students, as well as building closer relationships with them. That way, prospective students or parents can understand comprehensively regarding the school and make more informed decisions. It is important for sales teams to be effective communicators, understand their school well, and convey clear messages about the value of the school. Personal selling has an important role in a school's promotional strategy and can help increase the satisfaction of prospective students or parents with the school of

their choice. The better the personal selling at the school, the more positive the brand image is formed, and this has an impact on increasing the decision to choose a school by prospective students and their parents.

In the context of selecting a school, price reasonableness can be a determining factor for families with middle to lower economic levels. School prices that are too high may be a barrier for them in accessing high-quality education. Conversely, others may believe that schools with higher fees offer a better quality of education, and this may influence their decision to choose a school. Prices that are considered reasonable are often associated with good quality. If prospective students or their parents believe that the price they pay is commensurate with the quality of education provided by the school, then they are more likely to have a positive view of the school's brand. This belief will increase the brand image because consumers are satisfied with their purchasing decisions and believe that the school provides benefits or added value according to the price paid. It is important for schools to consider price fairness as an important aspect in promotion programs and marketing strategy. Ensuring the price offered is commensurate with the quality of education provided can help increase the confidence of prospective students or parents in choosing a school. The decision to choose a school at SMKTI Bali Global Denpasar is influenced by the fairness of price which then through the formation of a brand image influences the preferences and choices of prospective students and parents. Fairness of price plays an important role, but brand image becomes a

mediator that has an important role in the decision making process of choosing a school.

7. Conclusion

7.1 Managerial and research implications

Brand image acts as a primary reference for consumers before purchasing a product or service, including in choosing a school. A strong brand image reflects the good quality of education and excellent programs offered by the school. Personal selling has an important role in forming a brand image by conveying information about the school clearly and convincingly to prospective students and parents. Direct interaction with sales teams allows consumers to form positive perceptions about the brand and increase trust in the brand.

Meanwhile, fairness of price has an important role in the decision to choose a school, especially for families with middle to lower economic levels. School fees that are considered reasonable can create positive perceptions about the brand and increase consumer confidence in schools. It is important for schools to consider price fairness as an important aspect of their promotion and marketing strategy.

In the complete decision-making process of choosing a school at SMKTI Bali Global

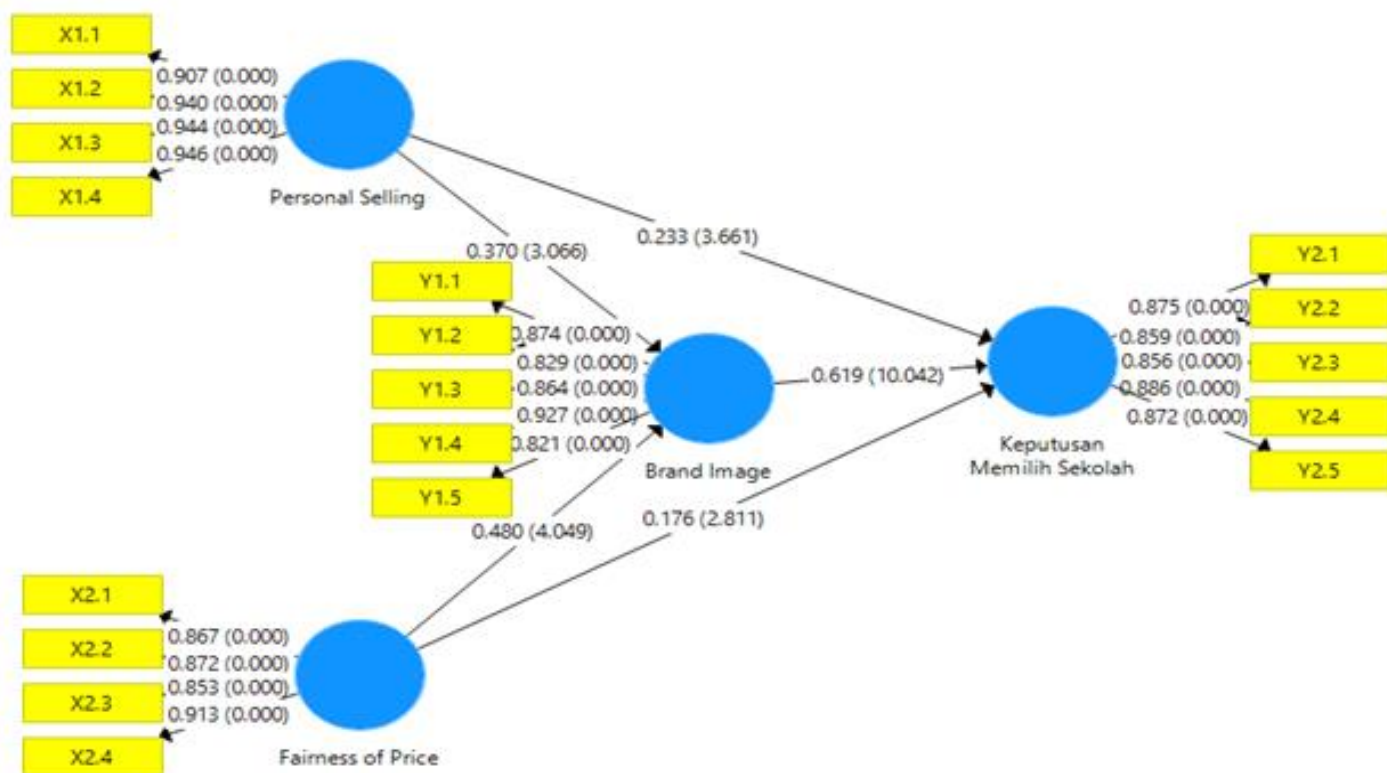
Denpasar, fairness of price plays an important role, but brand image functions as a mediator that influences the preferences and choices of prospective students and parents. Therefore, it is important for schools to build and maintain a positive brand image and also provide fair school fees in an effort to increase the decision to choose a school at SMKTI Bali Global Denpasar.

7.2 Limitations and future lines of research

The limitation of this study caused by using a limited sample, which is only involves prospective students and parents from SMKTI Bali Global Denpasar. This can limit the generalizability of research findings to a wider population, such as other schools or different geographic areas. As well as assessment regarding price fairness, brand image, and the decision to choose a school could be subjective. Perceptions of prospective students and parents about the fairness of price or brand image can vary and are influenced by personal preferences and past experiences.

Appendix:

Appendix 1. Figure of SEM PLS Processing Results



Reference:

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