ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh direct selling dan service quality terhadap keputusan orang tua dalam penerimaan peserta didik baru di MI Tahfizh Nurul Qur'an Padang, baik secara langsung maupun tidak langsung melalui word of mouth (WOM) sebagai variabel mediasi. Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan lembaga pendidikan dasar di Kota Padang serta pentingnya strategi pemasaran dan kualitas pelayanan dalam membangun kepercayaan orang tua terhadap lembaga pendidikan Islam berbasis tahfizh Al-Qur'an.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian berjumlah 245 orang tua, dengan sampel sebanyak 150 responden yang ditentukan menggunakan Raosoft Sample Size Calculator dan teknik pengambilan sampel convenience sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan skala Likert lima tingkat. Data dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan aplikasi SmartPLS 4.

Hasil penelitian menunjukkan bahwa direct selling tidak berpengaruh signifikan terhadap keputusan orang tua dengan nilai p-value sebesar 0,131. Service quality juga tidak berpengaruh signifikan secara langsung terhadap keputusan orang tua dengan nilai p-value sebesar 0,459. Selanjutnya, direct selling tidak berpengaruh signifikan terhadap word of mouth dengan nilai p-value sebesar 0,608. Sebaliknya, service quality berpengaruh positif dan signifikan terhadap word of mouth dengan nilai p-value sebesar 0,001. Word of mouth juga berpengaruh positif dan signifikan terhadap keputusan orang tua dengan nilai p-value sebesar 0,001. Hasil pengujian mediasi menunjukkan bahwa word of mouth tidak mampu memediasi pengaruh direct selling terhadap keputusan orang tua, tetapi mampu memediasi pengaruh service quality terhadap keputusan orang tua dengan nilai p-value sebesar 0,026.

Berdasarkan hasil tersebut, dapat disimpulkan bahwa kualitas pelayanan merupakan faktor penting dalam membangun komunikasi positif antarorang tua yang selanjutnya berpengaruh terhadap keputusan memilih sekolah. Oleh karena itu, MI Tahfizh Nurul Qur'an Padang perlu memprioritaskan peningkatan kualitas pelayanan, membangun pengalaman positif orang tua, serta memperkuat komunikasi dan rekomendasi antarmasyarakat sebagai strategi pemasaran pendidikan yang berkelanjutan.

Kata Kunci: Direct Selling, Service Quality, Word of Mouth, Keputusan Orang Tua, Penerimaan Peserta Didik Baru.

ABSTRACT

This study aims to analyze the effects of direct selling and service quality on parents' decisions in the new student admission process at MI Tahfizh Nurul Qur'an Padang, both directly and indirectly through word of mouth (WOM) as a mediating variable. This research is motivated by the increasingly intense competition among primary education institutions in Padang City, as well as the importance of marketing strategies and service quality in building parents' trust in Islamic educational institutions specializing in Qur'an memorization (tahfizh).

This study employed a quantitative approach using a survey method. The research population consisted of 245 parents, from which a sample of 150 respondents was selected using the Raosoft Sample Size Calculator and convenience sampling technique. Data were collected through questionnaires using a five-point Likert scale. The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software.

The results indicate that direct selling has no significant effect on parents' decisions, with a p-value of 0.131. Service quality also has no significant direct effect on parents' decisions, with a p-value of 0.459. Furthermore, direct selling has no significant effect on word of mouth, with a p-value of 0.608. In contrast, service quality has a positive and significant effect on word of mouth, with a p-value of 0.001. Word of mouth also has a positive and significant effect on parents' decisions, with a p-value of 0.001. The mediation analysis reveals that word of mouth does not mediate the effect of direct selling on parents' decisions. However, it successfully mediates the effect of service quality on parents' decisions, with a p-value of 0.026.

Based on these findings, it can be concluded that service quality plays an important role in fostering positive communication among parents, which subsequently influences their decisions in choosing a school. Therefore, MI Tahfizh Nurul Qur'an Padang should prioritize improving service quality, creating positive experiences for parents, and strengthening communication and recommendations within the community as part of a sustainable educational marketing strategy.

Keywords: *Direct Selling, Service Quality, Word of Mouth, Parents' Decision, New Student Admission.*