

## ABSTRAK

Tujuan dalam penelitian ini guna mengetahui (1) peran fasilitas terhadap keputusan orang tua dalam memilih sekolah dasar. (2) peran budaya terhadap keputusan orang tua dalam memilih sekolah dasar. (3) peran lokasi terhadap keputusan orang tua dalam memilih sekolah dasar. (4) peran biaya pendidikan terhadap keputusan orang tua dalam memilih sekolah dasar. (5) peran fasilitas, budaya, lokasi, dan biaya pendidikan terhadap keputusan orang tua dalam memilih sekolah dasar. Data pada penelitian menggunakan data internal yang dikumpulkan dari orang tua siswa terpilih menjadi sampel sebanyak 50 orang. Analisis penelitian ini menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) fasilitas berpengaruh positif dan signifikan terhadap keputusan memilih sekolah dasar. (2) budaya berpengaruh positif dan signifikan terhadap keputusan memilih sekolah dasar. (3) lokasi berpengaruh positif dan signifikan terhadap keputusan memilih sekolah dasar. (4) biaya pendidikan berpengaruh positif dan signifikan terhadap keputusan memilih sekolah dasar (5) fasilitas, budaya, lokasi dan biaya pendidikan berpengaruh positif dan signifikan terhadap keputusan memilih sekolah dasar.

**Kata Kunci** : fasilitas, budaya, lokasi, biaya pendidikan, dan keputusan memilih sekolah dasar.

## ABSTRACT

*The purpose of this study is to find out (1) the role of facilities in the decisions of parents in choosing primary school. (2) the role of culture in parents' decisions in choosing primary school. (3) the role of location in parents' decisions in choosing primary school. (4) the role of education costs on parents' decisions in choosing primary school. (5) the role of facilities, culture, location, and education costs on parents' decisions in choosing primary school. The data in the study used internal data collected from parents of selected students into a sample of 50 people. The analysis of this study used multiple linear regression analysis. The results showed that (1) facilities had a positive and significant effect on the decision to choose elementary school. (2) culture had a positive and significant effect on the decision to choose elementary school. (3) location had a positive and significant effect on the decision to choose elementary school. (4) education costs had a positive effect and significant decisions on choosing primary schools. (5) facilities, culture, location and cost of education have a positive and significant effect on decisions to choose primary school.*

**Keyword** : *facilities, culture, location, education costs, and decision to choose elementary school*