The Influence of Service Quality, School Reputation, and Religious Values as Determinants of Parental Preferences in Choosing Muhammadiyah 1 Elementary School in Probolinggo

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Abstrac: This study aims to analyze the influence of Service Quality, School Reputation, and Religious Values on Parental Preferences in choosing MI Muhammadiyah 1 Kota Probolinggo as an educational institution for their children. The study employs a quantitative approach with multiple linear regression analysis to examine the relationship between independent and dependent variables. Data were collected through a questionnaire distributed to 105 parents of students at MI Muhammadiyah 1 Kota Probolinggo. The analysis results show that Service Quality, School Reputation, and Religious Values have a significant impact on Parental Preferences. Among these three variables, Religious Values have the greatest influence, followed by Service Quality and School Reputation. The F-test indicates that all three independent variables simultaneously have a significant impact on parental preferences, with an R^2 value of 0.674, indicating that 67.4% of the variation in parental preferences can be explained by the regression model used. This study concludes that Religious Values play a major role in influencing parental decisions in choosing a school, and improvements in service quality and school reputation also contribute significantly to parental preferences. These findings provide recommendations for educational institutions to strengthen religious values, service quality, and school reputation to enhance parental attraction and preferences.

Keywords: Service Quality, School Reputation, Religious Values, Parental Preferences

INTRODUCTION

Primary education plays an important role in shaping children's character and intellectual development, particularly in Indonesia's religious society (Dwiputri & Anggraeni, 2021). Parents do not only consider academic aspects when choosing a school, but also pay attention to the religious values taught, as reflected in the increasing number of students enrolled in Madrasah Ibtidaiyah (MI), including MI Muhammadiyah 1 Probolinggo City.

This phenomenon indicates that non-academic factors, such as service quality, school reputation, and religious values, also influence parents' decisions in selecting schools for their children (Dwiputri & Anggraeni, 2021). For example, data show an increase in student enrolment at MI Muhammadiyah 1 Probolinggo City over the last three years. In 2023, there were 137 students; in 2024, 190 students; and in 2025, 191 students. These figures indicate that the school has experienced significant growth in student numbers, which can be attributed to

good educational quality as well as the strong implementation of religious values in teaching and learning activities.

However, despite the increase in student enrolment at MI Muhammadiyah 1, research on the factors influencing parents' preferences in choosing schools in semi-rural areas, such as Probolinggo, remains limited. Previous studies have largely focused on larger Islamic educational institutions or those located in urban areas, while issues of service quality, school reputation, and religious values are often intertwined with local social and religious contexts. This study addresses this gap by examining the simultaneous effects of these three variables within the context of a madrasah affiliated with the Muhammadiyah religious organisation. Previous research by Nazaruddin shows that service quality and school reputation significantly influence parents' decisions when choosing Islamic primary schools (nazaruddin nurchalis, 2023) Furthermore, Haerani and Iskandar emphasise that school reputation plays an important role in building parental loyalty and even influences their tendency to recommend the school to others (Haerani & Iskandar, 2025). This is further supported by Putri, who demonstrates that a reputation supported by positive word of mouth can increase parents' trust and preferences (Putri, 2025). Thus, school reputation not only affects the initial decision to choose a school, but also determines the long-term image of an educational institution.

Nevertheless, these studies do not examine the relationship between service quality, school reputation, and religious values simultaneously, nor do they explore the context of madrasahs in semi-rural areas with stronger religious characteristics. On the other hand, religious values are also an important determining factor in choosing Islamic educational institutions, as shown by a study by Florencia et al., which indicates that parental religiosity increases the likelihood of choosing faith-based schools (Florencia et al., 2025).

Based on this research gap, this study specifically focuses on the influence of service quality, school reputation, and religious values on parents' preferences in choosing MI Muhammadiyah 1 Probolinggo City. This study employs a quantitative approach to measure the extent to which these three factors influence parents' decisions in selecting Islamic primary schools. The main objective of this research is to analyse the influence of service quality, school reputation, and religious values in the parental decision-making process, as well as to identify which of these variables is the most dominant in determining their choice. The findings of this study are expected to contribute theoretically by strengthening the literature on Islamic education management, educational consumer behaviour, and Islamic school marketing, while also providing practical benefits for the management of MI Muhammadiyah 1 in formulating strategies to improve service quality and school reputation, as well as for parents in making data-driven decisions.

Therefore, this study is expected to provide a more comprehensive understanding of the importance of service quality, school reputation, and religious values as key determinants in the selection of Islamic educational institutions, particularly at the Madrasah Ibtidaiyah level. This research is also expected to serve as a reference for strategies to strengthen the competitiveness of MI Muhammadiyah 1 Probolinggo City amid increasingly intense competition among faith-based primary education institutions. The results of this study will provide valuable insights for the development of policies and strategies to improve educational quality at MI Muhammadiyah 1, and may also be used as evaluative material by education authorities and foundations in efforts to enhance the quality of education at the Madrasah Ibtidaiyah level

METHOD

This study employs a quantitative approach aimed at examining the influence of the independent variables (Service Quality, School Reputation, and Religious Values) on the dependent variable (Parental Preference). The quantitative approach was selected because it

allows for statistical and objective analysis of the effects of these three factors (Purwono et al., 2019). The research design adopts a survey method, with data collected through questionnaires distributed to parents of students at MI Muhammadiyah 1 Probolinggo City.

The population of this study consists of all parents of first-grade students in the 2025/2026 academic year at MI Muhammadiyah 1 Probolinggo City, totalling 105 parents. The sampling technique used was purposive sampling with an attempted census. In this method, the researcher seeks to obtain data from all accessible or available members of the population, without requiring participation from the entire population (Sugiyono, 2016). Data were collected using a questionnaire containing items related to parents' perceptions of Service Quality, School Reputation, and Religious Values implemented at MI Muhammadiyah 1, as well as their preferences in choosing a school. The questionnaire employed a five-point Likert scale (1 = strongly disagree, 5 = strongly agree) to measure each construct examined.

The research instrument was a questionnaire designed to measure three independent variables Service Quality, School Reputation, and Religious Values and one dependent variable, namely Parental Preference. Each variable was measured using several indicators corresponding to its respective dimensions. Instrument validity was tested using content validity and empirical validity by measuring the correlation between individual items and total scores using the Pearson correlation method. Instrument reliability was tested using Cronbach's Alpha, with the instrument considered reliable if the Cronbach's Alpha value exceeded 0.70 (Nunnally, 1975).

The collected data were analysed using SPSS software version 31.00. The analysis included descriptive statistics to describe respondent characteristics and the distribution of responses, as well as multiple linear regression analysis to examine the simultaneous effects of the three independent variables on parental preference. The t-test was conducted to assess the partial effect of each independent variable, while the F-test was used to examine the simultaneous effect of all independent variables on the dependent variable. In addition, classical assumption tests, such as the normality test using the Kolmogorov–Smirnov test and the multicollinearity test using the Variance Inflation Factor (VIF), were performed to ensure the validity and reliability of the regression model.

Through this approach, it is expected that a clearer understanding will be obtained regarding the influence of Service Quality, School Reputation, and Religious Values on Parental Preference in choosing MI Muhammadiyah 1 Probolinggo.

RESULT AND DISCUSSION
The object of this study is MI Muhammadiyah 1 Probolinggo City, a private madrasah that is a pioneer of the full-day school system in Probolinggo City. The school is located at Jalan Diponegoro No. 15, Sukabumi Sub-district, Mayangan District, Probolinggo City, East Java. This madrasah operates under the supervision of Muhammadiyah Primary and Secondary Education and Non-Formal Education (Dikdasmen and PNF Muhammadiyah) as well as the Ministry of Religious Affairs, with the foundation establishment registration number AB5391. Currently, MI Muhammadiyah 1 Probolinggo City holds an A accreditation status and is recognised as a Muhammadiyah Future School, a Child-Friendly School, and a National Adiwiyata School.

The leadership of MI Muhammadiyah 1 Probolinggo City is held by Ustadz Nur Holis Abadi, M.Pd., who completed a master's degree in Management. Since assuming the position of principal, he has actively worked to improve the quality of school management. In the 2025/2026 academic year, the number of teaching and administrative staff totalled 78 personnel, consisting of 64 subject teachers and 14 administrative staff. The total number of students was recorded at 975, distributed across 32 classes, comprising 504 male students and 471 female students.

The school facilities at MI Muhammadiyah 1 are considered adequate, including classrooms, a computer laboratory, a library, teachers' rooms, an administrative office, the principal's office, a school health unit (UKS), an Adiwiyata room, student and teacher toilets, and a hall used to support religious development activities and other student programmes. Almost all facilities and infrastructure are in good condition and suitable for use.

New student enrolment in the 2024/2025 academic year reached 191 students from various kindergartens and RA (Raudhatul Athfal) institutions across Probolinggo City. The graduation rate in the previous academic year was recorded at 100%, with 185 students (95 male and 90 female) successfully completing the final examinations. The school's academic performance has shown a positive trend, with graduates continuing their education at well-regarded secondary schools.

MI Muhammadiyah 1 has the vision: *"To realise a resilient Islamic generation with strong faith and piety, excellence in science and technology, environmental awareness, and a global outlook."* This vision is implemented through strategic missions, namely: preparing an Islamic generation capable of upholding the teachings of the Qur'an and Sunnah; preparing students who are competent in mastering science and technology; developing commitment and love for nature and the environment, while fostering cleanliness awareness and energy conservation; and equipping students with skills in Arabic and English. With its identity, resources, and vision–mission orientation, MI Muhammadiyah 1 Probolinggo City is a relevant research object for examining the influence of school reputation on parents' decisions in choosing Islamic educational institutions at the primary education level.

Prerequisite Tests for Analysis

Prerequisite testing was conducted prior to performing multiple linear regression analysis. The prerequisites applied in this study include the normality test, linearity test, multicollinearity test, and heteroscedasticity test, all conducted using SPSS version 31.00 for Windows. The results of the prerequisite tests are presented as follows.

CLASSICAL ASSUMPTION TESTS
1. Normality Test

Tabel 1. Normality Test (One-Sample Kolmogorov–Smirnov Test)

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			105
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.07267041
Most Extreme Differences	Absolute		.085
	Positive		.085
	Negative		-.081
Test Statistic			.085
Asymp. Sig. (2-tailed)[c]			.059
Monte Carlo Sig. (2-tailed)[d]	Sig.		.062
	99% Confidence Interval	Lower Bound	.056
		Upper Bound	.068
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source. SPSS Version 31.00

Based on the table, the Asymp. Sig. value for the unstandardised residuals is 0.059, which is greater than 0.05; therefore, it can be concluded that the data are normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to determine whether correlations exist among the independent variables in the regression model. A good regression model should not exhibit correlations among independent variables. The presence or absence of multicollinearity can be identified by examining the Variance Inflation Factor (VIF) and tolerance (α) values.

Tabel 2. Multicollinearity Test

|		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	1.731	3.655		.474	.637		
	Kualitas Layanan	.245	.088	.249	2.777	.007	.400	2.500
	Reputasi Sekolah	.259	.120	.250	2.168	.032	.243	4.114
	Nilai Religius	.401	.109	.391	3.670	<,001	.285	3.512

a. Dependent Variable: Preferensi Orang Tua

Source. SPSS Version 31.00

Based on Table 2, the results of the multicollinearity test indicate that the tolerance values for Service Quality, School Reputation, and Religious Values are 0.400, 0.243, and 0.285, respectively. Meanwhile, the VIF values for these variables are 2.500 for Service Quality, 4.114 for School Reputation, and 3.512 for Religious Values. Since all tolerance values are greater than 0.1 and all VIF values are below 10, it can be concluded that there is no significant multicollinearity among the independent variables in this regression model.

3. Heteroscedasticity Test
4.
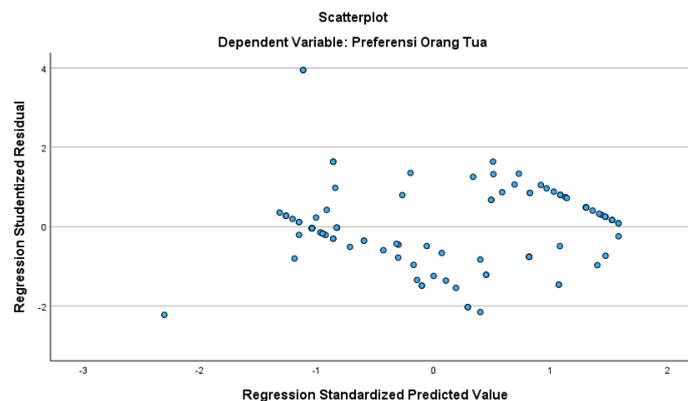
Source. SPSS Version 31.00
Figure 1. Heteroscedasticity Test

Based on the scatterplot above, which illustrates the relationship between the Regression Standardised Predicted Values and the Regression Standardised Residuals, no clear pattern is observed. The data points are randomly dispersed around the horizontal line at residual values close to zero, indicating that the regression model does not exhibit heteroscedasticity. This suggests that the residual variance is relatively constant across the range of predicted values, meaning that the regression model satisfies the assumption of homoscedasticity.

Multiple Linear Regression Analysis
F-Test

The F-test is used to examine whether the regression model as a whole is statistically significant in explaining variation in the dependent variable. The F-test compares the variation explained by the model (regression) with the unexplained variation (residuals). If the F value is large and the p-value is small (typically < 0.05), the regression model is considered significant, indicating that the predictors in the model have an effect on the dependent variable.

Table 3. F-Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2033.666	3	677.889	69.729	<,001[b]
	Residual	981.896	101	9.722		
	Total	3015.562	104			
a. Dependent Variable: Preferensi Orang Tua						
b. Predictors: (Constant), Nilai Religius, Kualitas Layanan, Reputasi Sekolah						

ANOVAᵃ

Source. SPSS Version 31.00

The table above presents the ANOVA test results for the Parental Preference variable with three predictors: Religious Values, Service Quality, and School Reputation. The F-test results indicate that the overall regression model is statistically significant, with an F value of 69.729 and a significance level (p-value) of < 0.001. This means that the three predictors collectively have a significant influence on parents' preferences in choosing a school.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.731	3.655		.474	.637		
	Kualitas Layanan	.245	.088	.249	2.777	.007	.400	2.500
	Reputasi Sekolah	.259	.120	.250	2.168	.032	.243	4.114
	Nilai Religius	.401	.109	.391	3.670	<,001	.285	3.512
a. Dependent Variable: Preferensi Orang Tua								

Source. SPSS Version 31.00

The table above presents the results of the multiple linear regression analysis conducted to examine the effects of Service Quality, School Reputation, and Religious Values on Parental Preference.

a. Service Quality has a regression coefficient (B) of 0.245 with a significance value of 0.007 (p < 0.05), indicating a positive and significant effect on parental preference.
b. School Reputation has a regression coefficient (B) of 0.259 with a significance value of 0.032 (p < 0.05), which also indicates a significant effect on parental preference.
c. Religious Values show the strongest influence, with a regression coefficient (B) of 0.401 and a significance value of < 0.001 (p < 0.001), indicating a highly significant effect.

The results also indicate that there is no multicollinearity issue (VIF < 10), and all independent variables make a significant contribution to parents' preferences in choosing a school.

Coefficient of Determination

Table 5. Coefficient of Determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821[a]	.674	.665	3.118
a. Predictors: (Constant), Nilai Religius, Kualitas Layanan, Reputasi Sekolah				
b. Dependent Variable: Preferensi Orang Tua				

Source. SPSS Version 31.00

The table above presents the coefficient of determination (R^2) for the regression model. An R^2 value of 0.674 indicates that approximately 67.4% of the variation in parental preference can be explained by the predictor variables (religious values, service quality, and school reputation). The adjusted R^2 value of 0.665 suggests that the model remains effective after accounting for the number of predictors included. Therefore, this regression model demonstrates good predictive power.

CONCLUSION

This study aims to analyse the influence of Service Quality, School Reputation, and Religious Values on Parental Preference in choosing MI Muhammadiyah 1 Probolinggo City, which is a pioneer of the full-day school system in Probolinggo City. The results of the regression analysis indicate that service quality has a positive and significant effect on parents' preferences in selecting MI Muhammadiyah 1 Probolinggo City.

The Influence of Service Quality as a Determinant of Parental Preference

The first research problem emphasises the importance of service quality in parents' decision-making. Based on the regression analysis, service quality has a regression coefficient (B) of 0.245 with a significance value of 0.007 ($p < 0.05$), indicating that the better the service quality provided by the school, the higher the parents' preference to choose the school. This finding is consistent with the theory proposed by Parasuraman et al., which states that service quality reflects customers' perceptions of how well the services received meet their expectations (Berry, 1995; Parasuraman et al., 1988) In this context, parents' perceptions of the services provided by the school indicate that these services meet or even exceed their expectations. Although there are slight variations in individual assessments, overall service quality has been proven to have a positive influence on parental preference.

The Influence of School Reputation as a Determinant of Parental Preference

School reputation also has a positive and significant influence on parental preference, with a regression coefficient (B) of 0.259 and a significance value of 0.032 ($p < 0.05$). This finding is relevant to the Corporate Reputation theory proposed by Fombrun, which suggests that an organisation's reputation is built upon experiences, credibility, and the quality of services received by stakeholders (Gardberg & Fombrun, 2006). A strong reputation can increase parents' trust and preference when selecting schools for their children (Rivaldy, 2023).(Goldring & Phillips, 2008) In this study, positive perceptions of MI Muhammadiyah 1's reputation enhance parents' preference to choose the school.

The Influence of Religious Values as a Determinant of Parental Preference

The religious values implemented at MI Muhammadiyah 1 also received relatively high evaluations. Among the three variables examined, Religious Values exert the strongest influence on parental preference, with a regression coefficient (B) of 0.401 and a significance

value of < 0.001 (p < 0.001). This result indicates that religious values play a central role in parents' decisions when choosing a school. The religious values instilled at MI Muhammadiyah 1 Probolinggo City are well received by parents, as reflected in their high assessments of the implementation of religious teachings within the school.

This finding aligns with the concept of Spiritual Capital introduced by Putnam, which emphasises the importance of religious and social values in building social networks and trust within communities (Hakim & Anshori, 2025). Strong religious value formation within schools not only influences students' character development but also strengthens the relationship between schools and parents, thereby directly affecting parents' school choice decisions (Handoko, 2023).

The regression results further confirm that Religious Values have the strongest effect on Parental Preference. This is reflected in the t-test results, where Religious Values exhibit the highest beta coefficient of 0.401, with a t-value of 3.670 and a very small significance level (< 0.001). This highly significant effect indicates that Religious Values make the greatest contribution to influencing parents' decisions to choose MI Muhammadiyah 1 Probolinggo City as their children's educational institution.

Furthermore, the F-test and t-test results demonstrate that Service Quality, School Reputation, and Religious Values significantly influence parental preferences in choosing MI Muhammadiyah 1 as their preferred school. These findings are consistent with the Theory of Planned Behaviour (TPB) developed by Ajzen, which posits that human behaviour, including school choice decisions, is influenced by attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). In this context, parents' positive attitudes towards service quality, school reputation, and religious values implemented by the school shape their decision to choose MI Muhammadiyah 1 as their children's place of education.

The regression model also yields an R^2 value of 0.674, indicating that 67.4% of the variation in Parental Preference can be explained by Service Quality, School Reputation, and Religious Values. This value suggests that the regression model effectively explains the relationships among the tested variables. Accordingly, the findings support the Consumer Decision-Making Theory, adapted to the educational context by Kotler and Keller (nazaruddin nurchalis, 2023) which states that parents' decisions are influenced by internal factors such as perceptions of quality, reputation, and social values.

Regarding the classical assumption tests, the regression model demonstrates satisfactory results. The normality test using the One-Sample Kolmogorov–Smirnov Test indicates that the data are normally distributed, which is a crucial requirement for regression analysis. The multicollinearity test shows no significant multicollinearity among the independent variables, indicating that each variable contributes uniquely to explaining variations in parental preference. Additionally, the heteroscedasticity test reveals no issues related to unequal residual variance across different levels of prediction, confirming the reliability of the regression model.

Overall, this study confirms that Service Quality, School Reputation, and Religious Values are significant factors influencing Parental Preference. These findings are not only relevant to the context of MI Muhammadiyah 1 Probolinggo City but also provide valuable insights for other educational institutions to continuously improve service quality, strengthen school reputation, and embed religious values within the learning process. Consequently, these factors may serve as key indicators in enhancing schools' attractiveness and increasing parents' preferences for educational institutions.

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