

ABSTRAK

Penelitian ini bertujuan untuk yang pertama mengetahui pengaruh persepsi harga terhadap keputusan orang tua dalam menggunakan jasa lembaga pendidikan anak berkebutuhan khusus di Sabri *Learning Process* di Surabaya, yang kedua untuk mengetahui pengaruh promosi media sosial terhadap keputusan orang tua dalam menggunakan jasa lembaga pendidikan anak berkebutuhan khusus di Sabri *Learning Process*, yang ketiga untuk mengetahui pengaruh pelayanan terhadap keputusan orang tua dalam menggunakan jasa lembaga pendidikan anak berkebutuhan khusus di Sabri *Learning Process* di Surabaya dan yang keempat untuk mengetahui pengaruh persepsi harga, promosi media sosial dan pelayanan berpengaruh secara bersama – sama terhadap keputusan orang tua dalam menggunakan jasa lembaga pendidikan anak berkebutuhan khusus di Sabri *Learning Process* di Surabaya. Metode penelitian pada penelitian ini menggunakan pendekatan kuantitatif yaitu penelitian yang menitikberatkan pada pengujian hipotesa dengan alat analisa metode statistic dan menghasilkan kesimpulan juga saran. Sampel pada penelitian ini menggunakan sample jenuh, dengan metode nonprobability sampel pada respon ini sebanyak 40 orang tua wali murid sebagai responden yang menggunakan jasa lembaga pendidikan di Sabri *Learning Process*. Hasil dari penelitian ini di dapat yaitu Hipotesis yang pertama persepsi harga tidak berpengaruh terhadap keputusan orang tua dalam menggunakan jasa lembaga pendidikan anak berkebutuhan khusus tidak terbukti benar dengan berdasarkan hasil Uji t diperoleh nilai bahwa $t_{hitung} \leq t_{tabel}$ yaitu $0.476 \leq 2.028$ maka $H_0 =$ diterima. Hipotesisi kedua yaitu promosi media sosial tidak berpengaruh terhadap keputusan orang tua dalam menggunakan jasa pendidikan anak bekebutuhan khusus di Sabri *Learning Process* tidak terbukti benar dengan $t_{hitung} \leq t_{tabel}$ yaitu $1.575 \leq 2.028$ maka H_0 diterima. Hipotesis ketiga pelayanan berpengaruh terhadap keputusan orang tua dalam menggunakan jasa lembaga pendidikan di Sabri *Learning Process* terbukti dan benar berdasarkan hasil Uji t diperoleh $t_{hitung} \geq t_{tabel}$ yaitu $2.116 \geq 2.028$ maka H_0 ditolak. Hipotesis yang keempat persepsi harga, promosi media sosial dan pelayanan berpengaruh secara bersama-sama Uji f diperoleh $9.110 (F_{hitung}) \geq 2.866 (F_{tabel})$ sehingga H_0 ditolak.

Keyword: Persepsi harga, Promosi media sosial, Pelayanan, Keputusan penggunaan jasa

ABSTRACT

The purpose of this research are, the first to know the effect of price perceptions of parents decision in using the services of educational institution for children with special needs at Sabri Learning Process in Surabaya, the second to know the effect of social media promotion of parents decision in using the services of educational institution for children with special needs at Sabri Learning Process, the third to know the effect of parents decision in using the services of educational institution for children with special needs at Sabri Learning Process in Surabaya and the fourth to know the effect of price perceptions, promotion of social media and services that can influence parents decision in order together to using the services of educational institution for children with special needs at Sabri Learning Process in Surabaya. The research method of this study used quantitative analysis that focuses on hypotheses with statistical method analysis tools and result conclusions as well as suggestions. The sample of this study used saturated sample, with nonprobability method, the sample of this study are 40 parents as respondents who use the services of educational institution at Sabri Learning Process. The results of this study are, the first hypothesis is price perceptions is not affected the parents decision in using the services of educational institution for children with special needs is unproved based on the results of the t test, it was found that $t_{count} \leq t_{table}$ is $0.476 \leq 2.028$ then $H_0 =$ accepted. The second hypothesis, promotion in social media, is not influences parents decision in using educational services for children with special needs at Sabri Learning Process, is unproved, it was found that $t_{count} \geq t_{table}$, is $1.575 \geq 2.028$, then $H_0 =$ accepted. The third hypothesis of service is influences parents decision to using the services of educational institution for children with special needs at Sabri Learning Process is proved and correct, it was found that $t_{count} \geq t_{table}$ that is $2.116 \geq 2.028$ then $H_0 =$ rejected. The fourth hypothesis is price perception, promotion in social media and service influences together with f test the result is $9.110 (F_{count}) \geq 2.866 (F_{table})$ so that $H_0 =$ rejected.

Keyword: price perception, social media promotion, services, Decision of using services