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## THE INFLUENCE OF PRODUCTS, PRICES, AND PLACES ON PARENTS' DECISION TO CHOOSE A KINDERGARTEN PRESCHOOL MEDIATED BY TRUST IN SOUTH KUTA DISTRICT

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#### Abstract:

Preschool education plays a vital role in shaping children's development and personality. Awareness of its importance continues to grow, reflected in the increasing number of preschool institutions, particularly in the South Kuta District. However, this growth has intensified competition among preschools in attracting students. Therefore, research is needed to analyze the factors influencing parents' decisions in selecting a preschool. This study examines the impact of product, price, and place on purchasing decisions, with trust as a mediating variable. The population consists of parents seeking preschool enrollment for their children in South Kuta District. Using a questionnaire, data were collected from 110 respondents and analyzed with Partial Least Square (PLS) inferential analysis. Findings reveal that product and price have a positive and significant effect on purchasing decisions and trust. While place significantly affects trust, its impact on purchasing decisions is positive but not significant. Trust partially mediates the relationship between product and purchasing decisions, as well as between price and purchasing decisions. However, trust fully mediates the relationship between place and purchasing decisions. These results highlight the importance of product quality, pricing strategies, and trust-building efforts in attracting parents to preschool institutions.

**Keywords:** Product, Price, Place, Trust, Purchasing Decisions

## INTRODUCTION

Education is one of the important aspects of everyone's life. In the context of Indonesia's progress, education is an absolute necessity for facing future challenges. It means that the nation's progress lies in its human quality, and the improvement of that quality can be fostered through education (Suwartini, 2017). In line with Indonesia's 2045 goal to create the golden generation, the role of educational institutions is crucial in achieving Indonesia's vision and mission (Nova, 2023). One form of educational institution that plays an important role is preschool education. Kindergarten, which is one of the formal educational institutions for children aged 4-6 years, plays a crucial role in shaping children's personality and development as a whole, which aims to prepare children to step with confidence towards the next level of education (Utami, 2019). This is also stated in Government Regulation of the Republic of Indonesia Number 27 of 1990 concerning Preschool Education, Article 1, Paragraph 2, which states, "Kindergarten is a form of preschool education that provides an early education program for children aged four years until they enter primary education." In Indonesia, the development of kindergarten and preschool educational institutions continues to increase annually (Olii et al., 2023). Data shows that the number of public and private kindergarten preschools in Indonesia increased by 3.5% from 94,392 kindergartens in the 2020/2021 school year to 97,711 kindergartens in the 2023/2024 school year (Dapodik, 2024). An increase also



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occurred in the province of Bali during the same period, specifically from 1,619 to 1,653 kindergartens, representing a 2.1% increase (BPS Bali Province, 2024). The increasing number of preschool and kindergarten educational institutions indicates that there is greater public awareness of the importance of early childhood education for their children (Lashwaty et al., 2023).

South Kuta District, one of the sub-districts in Badung Regency, Bali Province, is experiencing rapid growth in preschool and kindergarten educational institutions. Based on the data, the number of kindergartens in the South Kuta sub-district increased from 55 kindergarten preschools in the 2020/2021 school year to 62 kindergarten preschools in the 2023/2024 school year, representing a 13% increase (Dapokemdikbud, 2024). This increase makes South Kuta sub-district the sub-district with the highest number of kindergarten preschools in Badung Regency. The rapid growth of kindergarten and preschool educational institutions has triggered fierce competition among institutions in recruiting students (Surianto et al., 2023). In addition, the number of kindergarten preschool students in the South Kuta district has also increased, further strengthening the dynamics of competition that occurs in the region. The number of students increased from 2,131 in the 2021/2022 school year to 3,390 in the 2024/2025 school year, representing a 59% rise (Ministry of Education and Culture, 2024). Although this increase indicates a high demand for preschool education services and has the potential to increase student income (Ismawaty, 2023), however, some kindergarten preschools in the South Kuta district are actually experiencing difficulties in getting a number of students, and there is even a decrease in student income due to increasingly fierce competition. Thus, it is necessary to conduct research to analyze the factors that influence the decision to choose kindergarten preschool, with the aim of helping institutions win the competition and increase the amount of income of students.

Choosing a kindergarten or preschool is a crucial decision that parents make, as it plays a significant role in determining the best education for their child (Pratiwi, 2018). Parents' behavior in choosing educational institutions is similar to consumer behavior in deciding to purchase (Rakhmanita, 2015). Purchasing decisions are a process in which individuals evaluate various options and select a product from among multiple choices (Yusuf, 2021). When determining which educational institution to choose, parents consider various factors due to their high desire for their child to attend a suitable institution among the available alternatives (Thoyyibah et al., 2022). According to a literature review, one of the key considerations in parents' decisions to choose an educational institution is the quality of the product (Putra et al., 2023). According to Kotler and Armstrong (2008), a product is anything that can be offered to the market to attract attention, purchase, use, or consumption and that satisfies a desire or need. A number of studies have found that products are able to improve purchasing decisions (Lashwaty et al., 2023; Fauzi and Kartiko, 2023; Afridayani and Mu'arif (2020; Permatasari and Ashriana, 2019; Semaun, 2019). Consumer interest in a product, as expressed through needs and desires, ultimately leads to a purchase decision for that product. However, research from Kristiani (2016) found that the product did not affect the purchase decision.

Products can be in the form of goods or services. Service products are not only determined by what is offered but also by how the offer is delivered; service products are said to be of quality if the services provided are able to meet or even exceed consumer expectations so that consumer trust is created (Novianti and Purba, 2020). In educational institutions, offering high-quality products that benefit users, namely, students can enhance public trust in the institution's reputation (Wicaksono, 2021). Consumers' decision to buy a product is greatly influenced by the level of trust they have built in the product. Conversely, if this trust is not built, consumers are more likely to decide not to buy or even stop using the product (Sukma et al., 2023). Several studies have concluded that the product

can significantly increase trust (Ambarwati and Mathori, 2024; Rachmad et al., 2023; Simarmata et al., 2021; Suhaily and Darmoyo, 2017; Ekam, 2016). However, research from Puspita et al. (2017) and Sawitri et al. (2018) found contradictory results, i.e., the product cannot increase trust

When choosing an educational institution, parents consider not only the programs offered but also the associated costs. Competitive educational prices or costs are believed to be one of the factors that trigger the purchase decision of consumers (Simarmata et al., 2022). When someone buys a product, the initial consideration is the price of the product (Monginsidi et al., 2019). Prices in the context of educational services refer to all costs incurred to provide the educational services offered (Minarti, 2011). Pricing must be directed to achieve a set goal (Sari and Mahanani, 2017). Although financial decisions related to children's education are entirely at the discretion of parents, the primary consideration of price (cost) indicates awareness of the family's financial condition. It can be reflected in the tendency to choose public educational institutions that offer lower educational fees or even free education, as clear evidence of this consideration (Puti et al., 2024; Maimanah et al., 2022; Hadimu and Rukhayati, 2021; Erinawati and Syafarudin, 2021). In contrast to Irawan's (2017) research, which found that price did not affect the decision to choose an elementary school located in the Nabire district, Papua Province.

Prices that match the quality of the products offered can also increase consumer confidence (Jamal and Waluyo, 2022). In service marketing, prices are often used to build trust in the quality of the services offered (Wicaksono, 2021). The price that consumers pay is a reflection of the value they receive. When the price is proportional to the quality of the product, consumer confidence will be further built. It is because consumers believe they receive a fair value for the money they spend. Several previous studies have found that prices can increase confidence (Asrultania et al., 2024; Nur et al., 2020; Japariato and Adelia, 2020; Shidiq et al., 2019; Rival and Wahyudi, 2017). However, research from Sawitri et al. (2018) mentioned that prices do not affect consumer confidence.

Parents, as consumers, have various considerations in choosing a kindergarten preschool institution. Place (location) is also an important factor in decision-making (Kristiani, 2016). In the context of educational institutions, according to Supriyani and Susilo (2016), the location of an educational institution affects the preferences of potential customers in determining their choice. A strategic and attractive location will increase the likelihood of consumers making purchasing decisions (Lupiyoadi and Hamdani, 2009). Based on previous research, it has been shown that places are able to increase purchasing decisions such as (Susanti et al. 2024; Angelina 2023; Napitupulu et al. 2023; Hidayati 2022; Rosmaniar 2019), but different results from the research of Setiawan et al. (2022) shows that the results of the place (location) do not affect the decision of parents to choose the Jababeka Presidential Junior High School. This opinion aligns with research by Simamora et al. (2023) from the Tritech Informatics Private Vocational School in Medan.

A place (location) is not just a physical address but also has a significant influence on consumer perception and trust (Sembor et al., 2016). Educational institutions need to consider the location of their establishment carefully. It includes proximity to city centers or residential areas, the availability of adequate parking spaces, the creation of a conducive and safe learning environment, and the ease of transportation accessibility for parents and students (Irianto and Prihatin, 2009). Parents' trust will grow stronger if the preschool (location) of the kindergarten supports the optimal development of their children, providing a sense of security, comfort, and confidence that their children are in the right environment to learn and develop. Based on previous research, it has been demonstrated that places can enhance consumer confidence (Saputra et al., 2023; Mauliza et al., 2023; Sukma et al., 2023), indicating that places can also increase consumer trust.



Consumer trust is a significant concern for marketers, as it influences purchase decisions. Trust is one of the social behaviors, particularly in decision-making (Dessyaningrum et al., 2020). Consumer attitudes are emotional or affective responses to an object that causes consumers to form trust in a product, develop attitudes towards it, and ultimately make a purchase decision (Rafwani and Khair, 2024). In the context of educational institutions, research from Muzayyanah et al. (2023) shows that parental trust in an institution encourages them to enroll their children. It means that when consumer trust increases, purchasing decisions will also increase. Likewise, other studies have found that trust is able to improve purchasing decisions (Gautama et al., 2023; Wibowo and Gunawan, 2022; Simanjuntak et al., 2020; Maharama and Kholis, 2018).

Preschool and kindergarten education plays a crucial role in shaping the nation's next generation. Awareness of the importance of kindergarten and preschool education continues to increase, as evidenced by the growing number of institutions in these sectors every year, especially in South Kuta District. However, this rapid growth has triggered fierce competition between kindergarten and preschool institutions in recruiting students. Although the overall number of kindergarten students in South Kuta District has increased, some kindergarten preschools have experienced difficulties in meeting the student quota, and there has even been a decrease in the number of students, which has an impact on the institution's sustainability. Based on the literature review, parents consider various factors when choosing a kindergarten preschool, including products, prices, location, and educational beliefs. Based on previous research that has examined these factors, the results vary. It can occur due to differences in perception or inconsistencies in previous research. Therefore, based on the background and inconsistency of the results of previous research (research gap) that have been disclosed above, this discrepancy indicates the need for further research.

**Purchase Decision.** The purchase decision is a process where consumers know the problem, looking for information about a certain product or brand (Tjiptono, F, 2015). Then, according to Yusuf (2021), purchasing decisions are a process in which individuals evaluate various options and make a choice from among multiple choices. Setiadi (2013) stated that a decision made by consumers can be referred to as problem-solving. The decision to buy or not to buy is part of individual behavior, which refers to real actions that can be observed and measured (Yuliana and Pratama, 2019:149).

According to Thompson (2016), there are 4 (four) indicators in measuring purchasing decisions that can be identified as follows

1. As needed: Customers make purchases because the products offered are as needed, and easy to find the items they need.
2. Has benefits: The products purchased are very meaningful and beneficial to consumers.
3. Accuracy in purchasing products: Product prices are determined by the quality of the product and consumer demand.
4. Repeat purchases: A situation where consumers are satisfied with previous transactions, so they intend always to make transactions in the future.

According to Angreni (2020), there are 5 (five) purchase decision indicators, which are as follows.

1. The image of a product is known to influence the decision-making process when choosing or buying.
2. Make a plan before buying a product.
3. Interest in a product or service.
4. Searching for more information can aid in informed purchasing decisions.



## 5. Confidence in buying a product.

**Product.** Products are an important element in marketing (Hurriyati and Alma, 2008). Alma (2007) revealed that products are the most basic consideration in determining choice preferences when selecting an educational institution. According to Kotler and Armstrong (2008), a product is anything that can be offered to the market to attract attention, purchase, use, or consumption and that satisfies a desire or need. Then Stanton (2003) explained that a product is a collection of both real and unreal attributes, including packaging, color, price, quality, and brand, as well as its sales service and reputation.

According to Kristiani (2016), there are 7 product indicators influencing parents' decision to choose educational institutions, including

1. Educational Programs
2. Teaching method
3. Educational Facilities
4. Study Visits
5. Learning practice
6. Additional lessons
7. Extracurricular activities

Consumer interest in a product, driven by wants and needs, ultimately influences purchasing decisions. Several previous studies have shown similar results. Research conducted by Lashwaty et al. (2023) found that parents/guardians of prospective students highly consider the products and services offered by the institution. The results of the study show that the product has a positive and significant influence on the decision to choose a Kindergarten in Surakarta. Research by Fauzi and Kartiko (2023) also shows that the product has a positive impact, both simultaneously and partially, on the decision to choose Madrasah Aliyah Hikmatul Amanah (Hikam) in Bendungan Jati Village, Pacet District, Mojokerto Regency. These results indicate that products have a significant influence on people's decisions to choose madrasahs.

Furthermore, research by Afridayani and Mu'arif (2020) showed positive and significant results on parents' decisions in choosing Permata Gemilang Integrated Islamic Elementary School (SDIT). Similarly, Permatasari and Ashriana (2019) found that parents' decisions in choosing An-Nawawiy Al-Qur'an Junior High School located in Mojokerto were greatly influenced by the service products offered by the school. Finally, research by Semaun (2019) shows that product variables have a partially positive and significant effect on students' decisions in choosing IAIN Parepare State University (PTN).

In educational institutions, offering quality service products and providing benefits to users, namely students, can increase public trust in the institution (Wicaksono, 2021). Research conducted by Ambarwati and Mathori (2024) indicates that the higher the quality of products provided by Rocket Chicken, located in Yogyakarta, the greater the consumer trust in the products. Research by Rachmad et al. (2023) also emphasized the influence of products on trust in geek best products. In addition, Simarmata et al. (2021) also explained that the higher quality of the product will increase consumer confidence in the marketplace. Furthermore, research from Suhaily and Darmoyo (2017) found that the product has a positive and significant effect on consumer confidence in Japanese Brand Electronic products. It is also supported by research from Ekam (2016), which found that products affect consumer confidence in developing countries.

H1: Products have a positive and significant effect on purchasing decisions

H2: The product has a positive and significant effect on trust.







H3: Price has a positive and significant effect on purchasing decisions

H4: Price has a positive and significant effect on trust.

**Place.** A place or location is a physical space where a business or business activity is conducted. A business that is located in the heart or easily accessible to consumers is one of the strategies that can be done (Handoko, 2008). According to Kotler and Armstrong (2008), one of the keys to a business's success is its location, as the decision to choose a location has a permanent and long-term impact and can significantly affect the business's future growth. In the context of educational institutions, determining the location of an educational institution will affect the preferences of potential customers when making a choice (Supriyani & Susilo, 2016).

The indicators of the place (location), according to Tjiptono (2016), are as follows:

1. Access. Such as easy access by means of transportation.
2. Visibility. That is, a location or place that can be clearly seen from a normal viewing distance
3. Traffic. Regarding two main considerations, namely:
  - The large number of people passing by can provide a great opportunity for purchases, namely purchase decisions that often occur spontaneously, without planning and special effort.
  - Traffic congestion can also be an opportunity
4. A spacious, comfortable, and safe parking lot for both two-wheeled and four-wheeled vehicles.
5. Expansion. Namely, the availability of a fairly spacious area in case of future expansion.
6. Milieu. That is the surrounding area that supports the products to be offered.
7. Competition (competitor location). For example, when determining the location of A, it is necessary to consider whether there are others on the same road or in the same area.
8. Government regulations. Provisions that prohibit being located too close to residential areas or places of worship.

Location can influence purchase decisions, as a strategic location that is attractive to potential consumers will lead to higher consumer purchase decisions (Lupiyoadi and Hamdani, 2009). It is supported by previous studies, as shown by Susanti et al. (2024), that the better the location of a school, the higher the level of parental decision to choose the school, as evidenced by the findings of the location (location) that have a positive and significant effect on the decision to choose a global jaya elementary school located in South Tangerang. Similar results were also found by Napitupulu et al. (2023), who researched the purchase decision (campus selection) of 245 active students at private universities in Tangerang and discovered that the location had an impact on the purchase decision. Furthermore, research by Angelina (2023) shows that the place (location) has a significant effect on Shiva's decision to choose an SMK Strada Daan Mogot school located in Tangerang. In addition, Hidayati (2022) also found that the location had a positive effect on students' decisions to choose Madrasah Aliyah Negeri 1 Banjar as their school. It indicates that the better the place offered, the higher the tendency to choose a school at Madrasah Aliyah Negeri 1 Banjar. Finally, research from Rosmaniar (2019) shows that the place has a positive and significant influence on students' decision to choose SMK Muhammadiyah 2 school located in Surabaya.

The place of a company is not only a physical address but also influences consumer perception and trust (Sembor et al., 2016). Based on the results of previous research by Saputra et al. (2023), this study finds that location significantly contributes to the success of a service company. The results show that location has a significant positive effect on consumer trust in the Arum Mlandingan Situbobondo restaurant. According to Mauliza et al. (2023), their research yielded results indicating that the location has a positive and significant influence on the millennial generation's trust in

Islamic banks in the city of Banda Aceh. The research of Sukma et al. (2023) shows that the location has a positive and significant effect on the customer trust of Bank Syariah Indonesia (BSI).

H5: Place has a positive and significant influence on the purchase decision

H6: Place has a positive and significant effect on trust.

**Trust.** Trust is the basis of consumer attitudes towards a product. This trust is formed from consumer knowledge about the attributes and benefits of the product; the better the consumer's knowledge, the stronger the trust and positive attitude formed (Sumarwan, 2011). According to Whetten and Mackey (2002), trust is an evaluation made by stakeholders of the extent to which an organization can be trusted to fulfill promises, maintain its values, and act in accordance with its claimed identity. Trust is based on the expectation that the seller will fulfill a transaction that satisfies the consumer and delivers the promised goods or services (Lim et al., 2006).

According to research from Pratama and Santoso (2018), there are 4 (four) indicators in the trust variable, namely;

1. Reliability: Reliability is the consistency of a series of measurements. Reliability is intended to measure a company's consistency in conducting its business from the past to the present.
2. Honesty: how a company or marketer offers products, goods, or services that match the information provided to its consumers.
3. Care: a company or marketer that consistently serves its consumers well, promptly addresses complaints from its consumers, and prioritizes their needs.
4. Credibility: the quality or strength that a company/marketer has to increase the trust of its consumers.

Consumer trust is a significant concern for marketers, as it influences purchase decisions. Consumer attitudes are emotional or affective responses to an object that causes consumers to form trust in a product, develop attitudes towards it, and ultimately make a purchase decision (Rafwani and Khair, 2024). Previous research has shown that when parents trust their children to enroll in a madrasah ibtidaiah salafiyah in Wareng Purworejo, it indicates that increased consumer trust in a product correlates with an increase in purchase decisions (Muzayyanah et al., 2023). In addition, research conducted by Gautama et al. (2023) states that consumer trust has a positive and significant influence on consumer purchase decisions in trading businesses in the city of Pekanbaru. These findings are supported by research by Wibowo and Gunawan (2022), which found that trust affects purchasing decisions at a simple restaurant in Harbout Bay located in Batam. Research by Simanjuntak et al. (2020) also yielded similar findings, namely that trust has a positive and significant effect on steel purchase decisions at PT Suminsurya Mesindolestari. Finally, research by Maharama and Kholis (2018) reveals that trust has a positive impact on the decision to purchase Gojek services in the city of Semarang.

Previous research by Septiawati et al. (2022) on consumers of UD Subur stores in Bondowoso Regency shows that trust mediates the influence of products on purchase decisions; the greater the level of consumer trust in the product, the higher the likelihood of purchasing decisions being made. Similar findings were also obtained in Rafwani and Khair's (2024) study on luxcrime products in the Sergai district, stating that the increase in products will increase consumer confidence; thus, purchasing decisions will also increase. Furthermore, research by Uripto and Lestari (2023) involving 100 respondents who had purchased brick shoes demonstrated that trust also mediates product relationships and purchase decisions among brick-and-mortar consumers of brick shoe outlets in Mall Cibubur, Jakarta. In addition, research by Gimor and Yuliviona (2022) on consumers of satay at Taichan Senayan Buncab also obtained similar results, indicating that trust mediates the influence of products on purchase decisions.





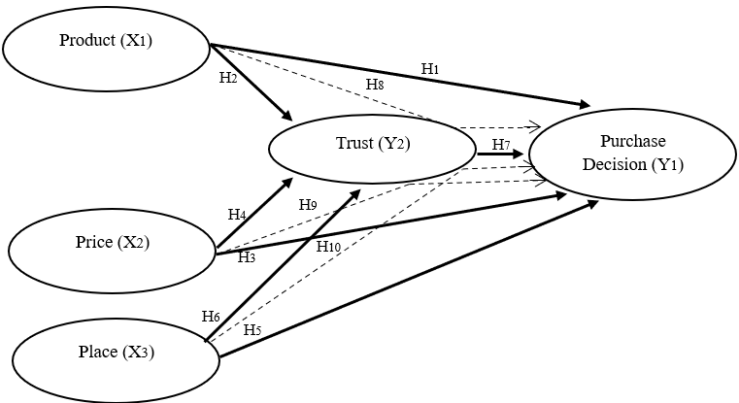
The combination of high price and trust will also encourage consumers to make a purchase decision on the product or service offered. Research by Sakka and Winarso (2022) on the Tokopedia marketplace revealed that the more consumers trust the prices offered, the more likely they are to continue shopping for the product. Research from Sidanti et al. (2024) states that trust can significantly mediate the influence of price on purchase decisions at TikTok Shop in Madiun City. Furthermore, research by Daulay et al. (2024) indicates that trust mediates the relationship between price and customer purchase decisions at the JNE Main Branch in Medan. Place is an important factor for businesses and services; research by Riantika et al. (2022) at the HW Bakery Situbondo store indicates that a strategic location can influence consumer purchasing decisions by building trust in the products offered. This place (location) speeds up consumers' purchasing decisions, as consumers can easily see in the HW Bakery Situbondo store. Furthermore, Kholifah et al. (2023) also found that trust can mediate the influence of location on online purchase decisions following the COVID-19 pandemic; finally, the research of Nasution et al. (2023) shows that trust is able to mediate the place for consumer trust of JNE service users located in Medan.

H7: Trust has a positive and significant effect on purchasing decisions

H8: Trust mediates the influence of the product (location) on the purchase decision.

H9: Trust mediates the influence of price on purchase decisions.

H10: Trust mediates the influence of place (location) on the purchase decision.



**Figure 1.** Research Framework

### METHODS

This research was conducted in a kindergarten preschool educational institution located in the South Kuta district. It is based on the fact that the South Kuta sub-district has the highest number of pre-kindergartens in the Badung district. This rapid growth has triggered fierce competition among institutions, and the impact of this competition has resulted in some kindergartens and preschools struggling to attract students, with some even experiencing a decline in enrollment each year. To ensure that respondents provide accurate answers to the statements in the questionnaire, the following criteria were determined. Namely, respondents (parents) domiciled in the South Kuta sub-district, respondents (parents) who want to send their children to pre-kindergarten and the number of respondents divided equally based on sub-districts/villages in the South Kuta sub-district. The determination of the minimum number of samples in this study refers to the statement by Hair (2019), namely the number of indicators multiplied by 5 to 10. The total number of indicators used in this study is 22, multiplied by 5, resulting in 110 respondents. The data collection method used was a survey using a questionnaire instrument. Respondents' answers were measured using a 5-



point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The data analysis technique employed is inferential analysis, which examines the relationship between the variables being studied: product, price, place, trust, and purchase decision.

### RESULT AND DISCUSSION

**Validity and Reliability Tests.** Table 1 presents the results of the validity test, showing that all indicators of product construct, price, place, trust, and purchase decision have met the convergent validity standard. This criterion is met because the outer loading value for each indicator is greater than 0.70. Based on these results, the 22 construct indicators used in this study are valid.

Variable	Indicators/Items	Outer loading
Products (X1)	X1.1 Educational programs	0,778
	X1.2 Teaching methods	0,772
	X1.3 Educational facilities	0,793
	X1.4 Learning practice	0,767
	X1.5 Extracurricular	0,798
Price (X2)	X2.1 Price Affordability	0,837
	X2.2 Price compatibility with quality	0,809
	X2.3 Price compatibility with benefits	0,802
	X2.4 Price competitiveness	0,787
Place (X3)	X3.1 Access	0,813
	X3.2 Visibility	0,752
	X3.3 Ample parking	0,730
	X3.4 Expansion	0,764
	X3.5 Environment	0,772
Trust (Y2)	Y2.1 Reliability	0,843
	Y2.2 Honesty	0,822
	Y2.3 Concern	0,848
	Y2.4 Credibility	0,877
Purchase Decision (Y1)	Y1.1 Information search	0,855
	Y1.2 Interest in a product or service	0,804
	Y1.3 Has benefits	0,866
	Y1.4 Repeat purchases	0,777

The results of the reliability test, presented in Table 2, indicate that the composite reliability value for each construct exceeds 0.70, as does the Cronbach's Alpha value for all constructs, which also exceeds 0.70. These results indicate that the entire construct has met the reliability requirements.

Variable	Cronbach's Alpha	Composite Reliability
Product (X1)	0,841	0,842
Price (X2)	0,824	0,828
Place (X3)	0,825	0,826
Purchase Decision (Y1)	0,844	0,845
Trust (Y2)	0,870	0,873

**Hypotheses Testing.** The results of the analysis, path test, and hypothesis testing are presented in Table 3. The results of the first test showed that H1 was accepted, indicating that the



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product had a positive and significant influence on the purchase decision, with an original sample value of 0.237 and a P-value of 0.041, which is less than 0.05. H2 was accepted, showing that the product had a positive and significant effect on trust by having an original sample value of 0.230 and a P-value of  $0.032 < 0.05$ . Furthermore, H3 was accepted, indicating that the price had a positive and significant effect on the purchase decision, with an original sample value of 0.257 and a P-value of 0.008, which is less than 0.05. H4 was accepted, indicating that the price had a positive and significant effect on trust, with an original sample value of 0.272 and a P-value of 0.007, which is less than 0.05. However, H5 in this study was rejected, indicating that the place had a positive but insignificant effect on the purchase decision, with an original sample value of 0.039 and a P-value of 0.681, which is greater than 0.05. H6 was accepted, indicating that the place had a positive and significant effect on trust, with an original sample value of 0.359 and a P-value of 0.000, which is less than 0.05. H7 was accepted, indicating that trust has a positive and significant effect on the purchase decision, with an original sample value of 0.452 and a P-value of  $0.000 (< 0.05)$ .

In the mediation test, H8 was accepted, showing that trust partially mediated the influence of the product on the purchase decision. Tested separately, the effect of the product on the purchase decision yielded a significant result, with a P-value of  $0.000 (< 0.05)$  and an original sample of 0.611. When trust was included in the model as a mediator, the coefficient of the influence path of the product on the purchase decision decreased but remained significant, with a P-value of  $0.001 < 0.05$  and a value of 0.297 in the original sample. Furthermore, H9 testing was accepted, which showed that trust partially mediated the influence of price on purchase decisions. Tested separately, the effect of price on purchase decisions yielded significant results, with a P-value of  $0.000 (< 0.05)$  and an original sample of 0.614. When trust is included in the model as a mediator, the path coefficient of price's influence on purchase decisions decreases but remains significant, with a P-value of  $0.000 < 0.05$  and an original sample of 0.306. Finally, H10 was accepted, demonstrating the trust in mediating through full mediation the influence of place on the purchase decision. Tested separately, the effect of place on purchase decisions yielded significant results, with a P-value of  $0.000 (< 0.05)$  and an original sample of 0.559. When trust was included in the model as a mediator, the coefficient of the path of influence of place on the purchase decision was insignificant, with a P-value of  $0.072 > 0.05$  and an original sample coefficient of 0.172.

The R2 value of trust, 0.468, is included in the criteria of the moderate model, meaning that the product, price, and place can explain 46.8 percent of the variation in trust. In comparison, the remaining 53.2 percent is explained by variations in other variables outside the research model. While the purchase decision has an R2 index value of 0.640, including close to strong, the meaning is that the product, price, place, and trust can explain the variation in the purchase decision by 64 percent. In comparison, the remaining 36 percent is influenced by other constructs that are not analyzed in the model. Then, the Q2 value of confidence is 0.338; this value is greater than 0, indicating that the model built in this study effectively captures the relationship between variables with a model that is close to strong. While the Q2 purchase decision was 0.428, this value is greater than 0, indicating that the model built in this study effectively captured the relationship between variables.

**Table 3. Hypothesis Test Results**

Construct	Path Coefficient	P value	Remark
Product (X1) -> Purchase Decision (Y1)	0,237	<0,041	Significant
Product (X1) -> Trust (Y2)	0,230	<0,032	Significant
Price (X2) -> Purchase Decision (Y1)	0,257	<0,008	Significant



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Price (X2) -> Trust (Y2)	0,272	<0,007	Significant
Place (X3) -> Purchase Decision (Y1)	0,039	>0,681	Not Significant
Place (X3) -> Trust (Y2)	0,359	<0,000	Significant
Belief (Y2) -> Purchase Decision (Y1)	0,452	<0,000	Significant
Product (X1) -> Trust (Y2) -> Purchase Decision (Y1)	0,104	0,035	Partial Mediation
Price (X2) -> Trust (Y2) -> Purchase Decision (Y1)	0,123	0,046	Partial Mediation
Place (X3) -> Trust (Y2) -> Purchase Decision (Y1)	0,162	0,014	Perfect Mediation
<hr/>			
R <sup>2</sup> Trust (Y2): 0,468			
R <sup>2</sup> Purchase Decision (Y1): 0,640			
Q <sup>2</sup> Trust (Y2): 0,338			
Q <sup>2</sup> Purchase Decision (Y1): 0,428			
<hr/>			

**The Influence of the Product on the Purchase Decision.** The study's results indicate that products have a positive and significant impact on purchase decisions. Products are fundamental factors that parents consider when choosing educational institutions (Putra et al., 2023). In this study, it was demonstrated that the products offered by kindergarten preschools were able to influence parents' decisions to choose a kindergarten preschool. It means that the indicators of educational programs, teaching methods, facilities, learning practices, and extracurricular activities applied to kindergarten preschool service products are able to influence parents' decisions when choosing a kindergarten preschool in the South Kuta district. Parents' interest in the products offered by kindergarten preschools arises from the expectation that the kindergarten preschool can meet their needs and desires for their children's education. Kindergarten preschools that are able to provide quality and relevant service products will have a significant competitive advantage, positioning themselves as the top choice among similar educational institutions. Meeting the needs and desires of parents in terms of service products will create a positive reputation and increase trust, ultimately leading to an increase in the number of students and the sustainability of the preschool institution. Thus, investment in the development of preschool kindergarten service products is a strategic step to achieve long-term success. The results of this study are in line with the research conducted by Lashwaty et al. (2023), Fauzi and Kartiko (2023), Afridayani and Mu'arif (2020), Permatasari and Ashriana (2019), and Semaun (2019), who obtained similar results, namely that products are able to increase purchasing decisions. The products of kindergarten preschool can be improved by paying attention to several aspects. Namely, first, educational programs must be designed innovatively and relevant to the needs of early childhood. Second, the teaching methods applied must be varied and adjusted to the child's learning style, which will make children more enthusiastic and involved in the learning process. Third, adequate and safe educational facilities, such as comfortable classrooms equipped with learning support equipment and a large outdoor area, will create a conducive learning environment. Fourth, child-centered learning practices need to be implemented. Teachers must play the role of facilitators who are able to create a warm learning atmosphere and support children's holistic development. Finally, the offer of diverse and attractive extracurricular programs can be an added value for the institution, such as extracurricular activities that are rarely found in other kindergarten preschools.

**The Influence of Products on Trust.** The results of the study show that products have a positive and significant impact on purchasing decisions, indicating that the higher the quality of the service products offered, the more likely they are to increase trust. In an educational institution,



offering quality service products and providing benefits to users, namely students, can increase public trust in the institution's reputation (Wicaksono, 2021). This positive influence is inseparable from consumer behavior towards the products offered; the more consumers feel that the product meets or even exceeds their expectations, the greater the level of trust given. In this study, the products include educational programs, teaching methods, facilities, learning practices, and extracurriculars. When educational institutions present these products with high quality, they not only meet the needs of learners but also build a solid reputation in the eyes of the public. This built trust is the basis for parents' decisions in choosing educational institutions. It is because parents perceive that kindergarten preschools have high reliability, honesty, care, and credibility, which is reflected in the products offered by the preschools. The results of this study align with previous research conducted by Ambarwati and Mathori (2024), Rachmad et al. (2023), Simarmata et al. (2021), Suhaily and Darmoyo (2017), and Ekam (2016), which also found that products can increase consumer confidence. To increase parental trust, management must focus on improving products and building strong trust. The kindergarten preschool can utilize the open house event as a primary platform to introduce its products in-depth, with the goal of building trust with prospective parents and students. Furthermore, to strengthen credibility and provide concrete evidence, kindergarten preschools can collect and display authentic testimonials from parents who have experienced the significant benefits and quality of the educational products offered by the kindergarten preschool in various forms, such as videos, written interviews, and case studies. In addition, kindergarten preschools need to optimize the use of social media by presenting informative, transparent, and interesting content, such as photos and videos of teaching and learning activities, student achievements, and parent testimonials, to build a positive reputation for kindergarten preschool products and build deeper trust in the minds of the community.

**The Influence of Price on Purchase Decisions.** The study's results indicate that price has a positive and statistically significant impact on purchase decisions. It indicates that the better the price or cost set for kindergarten preschool, the more likely parents are to choose a kindergarten preschool. When someone buys a product, the initial consideration is the price of the product (Monginsidi et al., 2019). It also applies to the selection of educational services, where parents, as consumers, are very sensitive to the costs incurred. It can happen because price is one of the elements of a non-product variable that is highly sensitive and plays a crucial role as the primary consideration in purchasing a product or service (Faozi and Handayani, 2019). This research demonstrates that price has the greatest influence on purchasing decisions. It means that price affordability, price compatibility with quality, price compatibility with benefits, and price competitiveness can improve parents' decisions in choosing a kindergarten. Price not only reflects the monetary value of a product or service but also reflects consumer behavior towards the quality offered. Therefore, kindergarten preschools need to establish an education fee structure that is not only affordable for various socioeconomic levels but also clearly reflects the quality of education provided. Thus, kindergarten preschools can increase their chances of being chosen by more parents, which will ultimately lead to an increase in the number of students. The results of this study align with those of Puti et al. (2024), Maimanah et al. (2022), Hadimu and Rukhayati (2021), Erinawati and Syafarudin (2021), and Astuti (2020), who found that prices can influence purchasing decisions. To increase the attractiveness in terms of price, the kindergarten preschool needs to focus on several key aspects. First, price affordability can be increased by offering a variety of payment package options tailored to the family's economic capabilities. For example, annual packages can be offered at more affordable prices, bundle packages that combine registration fees with other costs can be provided, and discounts can be offered to parents who refer friends or relatives. Second, the

conformity of price with service quality must be maintained. Kindergartens need to ensure that the quality of education and facilities provided are proportional to the costs charged. Third, the price matching the benefits received by the child is also important. Kindergarten needs to clearly communicate the benefits that children will get by attending kindergarten. Finally, the suitability of price in relation to competitiveness needs to be considered. Kindergarten preschools need to conduct market research to find out the prices and services offered by other kindergarten preschools in the same area. Thus, kindergarten preschools can set competitive and attractive prices for prospective parents.

**The Effect of Price on Trust.** The results show that price has a positive and significant effect on trust, indicating that the better the price or cost set, the more confidence increases. The price set by the kindergarten preschool is not just a number but a reflection of the value that parents believe in. In this case, the trust of parents is greatly influenced by their perception of the fairness of the prices offered. Parents tend to trust kindergarten preschools that set prices transparently, competitively, and commensurate with the promised quality and benefits. In service marketing, price is often used as an indicator to build trust in the quality of the services offered (Wicaksono, 2021). It means that parents will feel more confident if there is a clear relationship between the price paid and the quality of education their children receive. Parents also tend to compare prices between kindergarten and preschool by considering the quality and benefits offered. This study demonstrates that kindergarten preschools offering affordable prices, in line with quality and benefits, as well as competitive pricing, will have an advantage in building parental trust. The results of this study align with previous research conducted by Asrultania et al. (2024), Nur et al. (2020), Japariato and Adelia (2020), Shidiq et al. (2019), and Rival and Wahyudi (2017), which indicates that price can increase trust. Increasing price variables in the context of preschool kindergarten requires a strategic approach to building parental trust. First, it is essential to communicate a value that justifies the price offered. It can be done by demonstrating superior product quality. Second, price transparency is crucial. Parents need to understand the details of the costs they incur so that no surprises can erode trust. Third, offering subsidies or scholarships can demonstrate the preschool's commitment to equitable access to education while also building a positive image. Fourth, testimonials from parents who are satisfied with their investment can be tangible evidence that the price paid is worth the benefits received. Finally, periodic evaluations of pricing structures and adjustments based on parental feedback can ensure that prices remain competitive and in line with the value offered, thereby increasing confidence and driving purchase decisions.

**The Influence of Place on Purchase Decisions.** The place in purchasing decisions has a positive but insignificant influence. The results of the study show that indicators such as easily accessible location, good visibility, availability of parking, expansion, and the surrounding environment can influence parents' decision to choose a kindergarten preschool. However, this influence on the increase in parents who choose kindergarten preschool is not as large as expected, or the increase is not real. It suggests that although a strategic location can attract parents' attention, it is not the primary determinant in parents' decisions to choose a kindergarten or preschool. The insignificance of location's influence can be attributed to the increased mobility of parents in the modern era. Distance is no longer a significant barrier, as many families have access to private vehicles or public transportation.

Additionally, some kindergartens and preschools offer shuttle services, providing significant convenience for parents in dropping off and picking up their children. Therefore, location is a secondary consideration for parents when choosing a kindergarten or preschool. The results of this study align with previous research conducted by Setiawan et al. (2022, 2023), which found that the



location did not affect the purchase decision. However, this research is not in line with Susanti et al. (2024), Angelina (2023), Napitupulu et al. (2023), Hidayati (2022), and Romania (2019), who show that places can improve purchasing decisions. Kindergarten preschool institutions need to implement the right strategy in balancing the place factor (location) with the price and service products offered. It means that a strategic place must be supported by a quality educational program and a cost that matches the value given. If the service products offered are comparable to the set price, then the consideration of the place (location) will become more crucial in parental decision-making. In conditions like this, ease of access, good visibility, availability of parking, expansion, and a safe and comfortable surrounding environment will be a significant plus. Thus, the kindergarten preschool needs to ensure that the chosen location is not only easily accessible but also supports the creation of an optimal learning environment for children so that parents feel confident in their choices.

**The Influence of Place on Trust.** The study's results show that place has a positive and significant impact on trust. It suggests that the more strategically located the kindergarten preschool is, the higher the level of parental trust. Places are not just physical addresses but also have a significant influence on consumer perception and trust (Sembor et al., 2016). In this study, it was demonstrated that the location of the kindergarten preschool was able to increase parental trust. It means that parents' trust in kindergarten preschools can be formed from ease of access, both in terms of distance and road conditions; visibility that provides a sense of security and comfort because it can easily see and monitor activities in kindergarten preschools; availability of adequate parking spaces; potential expansion or facility development that demonstrates commitment; and a clean, safe, and conducive environment. To ensure that parents consider kindergarten preschools to be reliable, honest, caring, and credible, which is reflected in the standing of these institutions. The results of this study align with previous research conducted by Saputra et al. (2023), Mauliza et al. (2023), and Sukma et al. (2023), which demonstrate that the place is capable of increasing trust. In an effort to improve the preschool setting for kindergarten, an aspect that needs to be considered is that the preschool must prioritize the safety and security of both parents and students in the environment where it is located. It can be realized by collaborating with both the local environment and the security forces. The kindergarten preschool can also install CCTV at strategic points and provide security training for kindergarten preschool staff, thereby increasing the trust of parents that their children are studying in a supportive and safe environment. Additionally, kindergarten preschools should ensure that access to the preschool is easily accessible for parents who drop off and pick up their children.

**The Influence of Trust on Purchase Decisions.** The results of this study indicate that trust has a positive and statistically significant impact on purchasing decisions. It indicates that the higher the level of parental trust in the kindergarten preschool, the more likely they are to choose it. Consumer trust is a significant concern for marketers, as it influences purchase decisions. Because trust is a social behavior, especially in decision-making (Dessyaningrum et al., 2020). The attitude of the consumer is a feeling or affective response about an object that causes the consumer to form trust in a product or service, then develop an attitude towards it, and finally make a purchase decision. When parents feel confident that a kindergarten preschool is able to meet the criteria they expect, trust in the kindergarten preschool will increase, which, in turn, strong trust in kindergarten preschools will encourage parents not only to decide to choose a kindergarten preschool for their children but also to recommend the kindergarten preschool to other parents. The results of this study align with previous research conducted by Muzayyanah et al. (2023), Gautama et al. (2023), Wibowo and Gunawan (2022), Simanjuntak et al. (2020), Maharama and Kholis (2018), which demonstrate

that trust can positively influence purchasing decisions. To increase trust from parents and encourage the decision to choose a kindergarten preschool, the kindergarten preschool should focus on the following aspects. First, the kindergarten preschool needs to focus on building and maintaining a good reputation for reliability. It can be achieved through the provision of quality education that aligns with the needs of early childhood development, ensuring competent and experienced teachers, and communicating achievements to parents, both academic and non-academic.

Additionally, the kindergarten preschool can also collect positive testimonials from parents who have sent their children to the school and publish them through various media. Second, kindergarten preschools must be transparent and honest in conveying information related to fees, curriculum, and programs offered. Third, kindergarten preschools also need to demonstrate concern for children's educational needs by providing a safe, comfortable, and stimulating learning environment that supports their development. Fourth, for kindergarten preschool, maintaining credibility is very important. It can be achieved by consistently fulfilling the promises and commitments made to the parents. Additionally, the programs offered should be regularly evaluated and improved as necessary to ensure quality and parental satisfaction.

**The Role of Trust in Mediating the Influence of Products on Purchase Decisions.** Trust is able to mediate the complementary partial mediation relationship between products and parents' decision to choose a kindergarten preschool in the South Kuta district. The meaning is that part of the product's influence on the purchase decision can be explained by trust. Parents who want to send their children to preschool or kindergarten will actively seek in-depth information about the products offered by various kindergarten institutions. A preschool kindergarten product comprehensively designed with an early childhood development-based approach, which includes aspects of innovative educational programs, effective teaching methods, adequate facilities, relational learning practices, and diverse extracurricular activities, will substantially increase confidence. This trust is built through a series of positive experiences and strong perceptions from parents, who assess that the kindergarten preschool has reliability in providing quality education, honesty in conveying information related to products, high concern for the development and welfare of each child,, and undoubted credibility in meeting the needs and desires of parents for the development of their children. With quality products, parents tend to choose trusted kindergarten preschools because the products offered align with their expectations. The trust created in the minds of parents will shape their decision in choosing the most suitable kindergarten preschool. This decision, in turn, will lead to an increase in the number of students. The results of this study are in line with previous research conducted by Rafwani and Khair (2024), Uripto and Lestari (2023), Gimor and Yuliviona (2022), Septiawati et al. (2022), which states that the product has a positive and significant effect on the purchase decision through trust as mediation.

**The Role of Trust in Mediating the Influence of Price on Purchase Decisions.** Trust is able to mediate the complementary partial mediation relationship between price and parents' decision to choose a kindergarten preschool in the South Kuta district. The meaning is that part of the influence of price on the purchase decision can be explained by trust. Prices in the context of educational services encompass all costs incurred to provide the offered educational services. Parents' decision to choose a kindergarten preschool is greatly influenced by their belief that the institution sets a price commensurate with the quality of education provided to their children. In other words, price aspects such as affordability, price suitability in relation to quality, price suitability in relation to benefits, and competitiveness all have an impact on building parental trust. Affordability creates the perception that educational institutions provide value that aligns with family budgets, thereby

increasing trust. The price aligns with the quality and benefits, demonstrating that the costs incurred are proportional to the quality of education received, which ultimately strengthens parents' trust in the institution. Price competitiveness indicates that educational institutions offer competitive prices compared to other institutions, which can increase consumers' confidence that they are getting the best deal. Ultimately, trust in the prices set by educational institutions will have a direct impact on parents' decisions when choosing a kindergarten or preschool. This study demonstrates that price is the factor that has the greatest influence on the decision to select a kindergarten preschool in South Kuta District. In the context of early childhood education, price plays a role that extends beyond just cost, as it can influence parental trust in making decisions about kindergarten choices. The results of this study align with previous research conducted by Sidanti et al. (2024), Daulay et al. (2024), Sakka and Winarso (2022), and Jamal and Waluyo (2022), which indicates that trust mediates the effect of prices on purchase decisions.

**The Role of Trust in Mediating the Influence of Place on Purchasing Decisions.** Trust is able to mediate the relationship between places and purchase decisions perfectly. The meaning is that trust fully explains the influence of place on the purchase decision. This belief encompasses parents' expectations and perceptions of various aspects of the preschool, including ease of access, visibility, parking availability, expansion potential, and the safety of the kindergarten environment. In other words, parents will be more likely to choose a kindergarten preschool that can meet their expectations in these matters, as the ideal place builds their trust in the quality, comfort, and safety that both parents and learners feel. When this trust has been established, parents are more likely to make purchasing decisions based on the suitability of needs, the benefits offered by preschool, and the belief that they have made the right choice. Trust can even encourage repeat purchases, as parents feel that the preschool location of the kindergarten consistently supports their children's development. In other words, a good place will build trust, and a strong trust will drive positive purchasing decisions. The results of this study align with those of Kholifah et al. (2023), Nasution et al. (2023), and Riantika et al. (2022), which indicate that trust mediates the relationship between places and purchase decisions.

## CONCLUSION

In the midst of fierce competition from kindergarten and preschool educational institutions, parents' decisions play a crucial role in increasing the number of students. This study aims to analyze the factors that influence parents' decisions to choose kindergarten preschool in the South Kuta sub-district. The results of the study show that products have a positive and significant effect on purchase decisions, products have a positive and significant effect on trust, price has a positive and significant effect on purchase decisions, price has a positive and significant effect on trust, places have a positive but insignificant effect on purchase decisions, places have a positive and significant effect on trust, trust is able to mediate in part The relationship between the product and the purchase decision, the trust is able to mediate part of the price relationship to the purchase decision, and the trust mediates perfectly the relationship of place to the purchase decision. To enhance parental decision-making, kindergarten preschools should adopt an integrated marketing strategy encompassing products, pricing, and placement. The combination of these three factors is expected to build parental trust in the educational services offered by the kindergarten preschool institution, thereby encouraging an increase in parental decisions in choosing a kindergarten preschool. The limitations of this study focus solely on the influence of product variables, including price, place, and trust, on parents' decisions when choosing a kindergarten preschool. To gain a more comprehensive understanding of the factors that influence purchasing decisions, follow-up research





should involve other relevant variables, such as satisfaction, quality of service, promotional effectiveness, and word-of-mouth (WOM) influence, among others.

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