Word of Mouth Mediates the Effect of Marketing Mix on Students' Decision to Choose Sabilal Muhtadin Islamic High School Banjarmasin

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ARTICLE INFORMATION

ABSTRACT

This study aims to analyze the effect of the marketing mix consisting of product, price, place, promotion on word of mouth. This study is also to examine the direct and indirect effects of the marketing mix consisting of product, price, place, promotion on student decisions, and finally the effect of word of mouth on student decisions. The population of this research is the students of SMA Islam Sabilal Muhtadin Banjarmasin. Samples were taken as many as 82 students who were selected as a whole through non-probability sampling. The data collected was analyzed by PLS-SEM (Partial Least Square-Structural Equation Modeling) analysis through the SmartPLS version 3.0 program. The results showed that only place has an effect on word of mouth while the influence of marketing mix on students' decisions to choose Sabilan Muhtadin Islamic High School was only for promotion and place. The latter is word of mouth does not mediate the influence of the marketing mix on students' decisions to choose this Islamic school. It is recommended much more effort is needed to create word of mouth and later will influence student's decision or recommend others to choose the school. The place and promotion should be maintained in order to make more people join this Islamic High School.

Keywords: Marketing mix, product, price, place and promotion, WoM and Students' decision.

INTRODUCTION

South Kalimantan is a province with more than 90 percent of its population as Moslems. There are many schools ranging from kindergarten to university have dominant Islamic lessons as the major subjects in their curricula. In the past Islamic schools were established traditionally and only taught Islamic religion and Quran with the students living in the dormitory, but now there are many modern Islamic schools integrating Islamic religions and standardized general lesson.

Sabilal Muhtadin Islamic High School was founded in 1999 following the establishment of Kindergarten (TK), Elementary School (SD), Junior High School (SMP), Vocational High School (SMK) and College of Teacher Training and Education (STIKIP). Sabilal Muhtadin Islamic High School was originally established with two study rooms with only 15 students, students at that time only studied until noon. The school which is located in the area of Great Mosque area was initially led by Mr. H. A. Syaukani Arsyad, and since in 2020 continued by Mr. H. Selamat Hariadi up to the present. There was a golden time when Islamic Senior High School Sabilal Muhtadin had the highest total number of students in 2012 of around 200 people. There are currently 18 teaching staff in total, consisting of 9 men and 9 women.

The population in the province of South Kalimantan, which is predominantly Muslim, has created many schools with Islamic nuances. One of the establishments was the Sabilal Muhtadin Islamic Education Institute. This institution has educational levels ranging from Kindergarten (TK), Elementary School (SD), Junior High School (SMP), Vocational High School (SMK), Senior High School (SMA) to tertiary institutions, the College of Teacher Training and Science. Education (STIKIP).

Over time Sabilal Muhtadin Islamic High School became a prima donna school in South Kalimantan, parents wanted their children to not only get a proper education, supported by guaranteed facilities, they also wanted their son/daughter to have a good spirituality, there were routine activities carried out, namely Tadarus Al-Muhtadin The Qur'an together with the teachers every morning plus the Zuhur and Asr prayers in congregation until there is a Tamyiz learning method, an easy way to translate the Qur'an, learning support facilities are also available, namely Cool Classrooms full of AC, Computer Laboratory, Science Laboratory, Unit School Health, Music Room, Multipurpose Hall, Sports Field and Library, so that the news began to spread in the public, the community was competing to register their children to school so that they became a generation that is intelligent, faithful, devoted and has good character in accordance with the school's goals , because of various recommendations from family and friends whose sons/daughter have already passed away school first, besides that they can also be seen directly through the school's own Youtube channel. As stated by Poerwanto and Zakaria (2018) WOM is a reliable communication channel. Because the incident started with customers who had consumed a product or used the company's services and obtained satisfaction and then recommended it to others about their experience.

However, in recent years there has been a decline in the number of students enrolling in Islamic Senior High School Sabilal Muhtadin as shown in table 1.1. The declining number of students is thought to have been caused by the change in the school's location from Jl Jenderal Sudirman to Jl. Sultan Adam Komplek Malkontemon since 2016. According to the school, they have carried out various promotions. The school

provides free school uniforms for the first 20 registrants and gets a spp scholarship for 1 semester, spp discounts for graduates who excel in rank 1-5, until the waiver of registration fees with the aim of attracting the interest of children who have just graduated from junior high school. They also advertise offline and online. Such as distributing brochures to the public, also putting up billboards/banners that make people interested. They also do it online, create a Facebook page to post activities carried out by schools such as the 76th Muharram 1443H & Anniversary of the Republic of Indonesia festival, create an online registration link to make it easier for prospective students who want to register, even the latest thing the school does is create a Youtube channel aims to be known not only in South Kalimantan, the YouTube is "SMAISM TV", one of the contents they make regularly is Friday Baiman & Podcast Barakat. One of the contents of Friday Baiman is a place for the assembly to share about issues of religion and the Qur'an. Pratama (2016) suggests that the marketing mix is a good marketing tool that includes products, pricing, promotions, distribution which are combined to produce the response desired by the target market. There is also another theory from McCarthy (2014) where he categorizes aspects of the mix into four things that can also be called the 4Ps, namely Product, Price, Place and Promotion.

Based on some of the theoretical definitions above, there have been findings by researchers who have previously found that there is a relationship between marketing mix variables, as found by Samat, Luis Marnisah et al (2017) that Products and Promotions have a significant effect on student decisions in choosing higher education institutions. Private. Similarly, Juli Ismanto (2017) found that Products, Costs, Promotions, Locations, Facilities, Processes, Alumni, Reputation, and Motivation simultaneously influence student decisions in choosing IPWIJA Higher Education (Postgraduate) Programs. Another study found that eWOM has a positive effect on the social networking site Facebook, which significantly affects brand attitudes and consumer purchase intentions (Chetna Kudeshia and Amresh Kumar, 2017).

The table data below shows the number of students who choose to continue at the Sabilal Muhtadin Islamic High School Banjarmasin.

Table 1. Number of Students of SMA Islam Sabilal Muhtadin

Year	Number of Students
2016	150
2017	130
2018	120
2019	80
2020	90
2021	82

Source: Processed Primary data (2021)

The following is attached student data at the present time (Year 2021)

Table 2. Number of students of SMA Islam Sabilal Muhtadin by Class

Class	Male	Female	Total
Grade 10 Science	4	9	13
Grade 11 Science	4	7	11
Grade 11 Social	7	8	15
Grade 12 Science	9	13	22
Grade 12 Social	9	12	21
Total	**33**	**49**	**82**

Source: Processed Primary data (2021)

Based on the description & previous research above, it can be seen that the aspects of the marketing mix that affect student decisions and the word of mouth variable affect a person's purchase intention. The variables contained in this study are marketing mix, word of mouth and student decisions. Based on the explanation above, researchers are interested in researching "WOM as a Mediator of the Effect of Marketing Mix on Student Decisions to Choose Sabilal Muhtadin Islamic High School Banjarmasin"

LITERATURE REVIEW

Theoretical Study
A study requires the existence of a variety of the latest theories in order to become a strong foundation for researchers. Its function is to enrich research results so that they look varied and up-to-date. In addition, it also serves as a standard and comparison with other studies. The nature of the source of theory in research must be logical and relevant to the research theme raised.

Word of Mouth
In everyday life, in interacting with other people, of course, exchanging stories and experiences, especially regarding using services or buying a product. Then at the next stage we will retell the experience about it to other people whether he wants to just know the product or wants the same thing.

Poerwanto and Zakaria (2018) mention WOM are a reliable communication channel because the incident started from a customer who had consumed a product or used the company's services and obtained satisfaction and then recommended it to others about their experience.

Having loyal customers will provide many advantages, including making customers increase the proportion of spending, making customers do Word of Mouth (WOM), making customers less price sensitive, and making companies generate greater profits (Rahmawati, 2014).

According to the Marketing Association (MMA), word of mouth is a marketing effort that triggers consumers to talk, promote, recommend and sell products or brands to customers and other potential consumers. Word of mouth is an important element of a marketing tool to create good relationships with customers and gain a competitive

advantage from competitors where WOM comes from a form that arises naturally and is not designed by the company (Pratiwi, 2017).
Kotler and Armstrong (2017) define word of mouth has great power and can have an impact on consumer buying behavior. Recommendations from trusted friends, associates, and other consumers have the potential to be more trusted than from commercial sources, such as advertisements and salespeople. For the most part, word of mouth occurs naturally, consumers start by talking about the brands they use to other people.

Meanwhile, according to Kotler and Keller (2016) Word of Mouth Marketing is an activity through person-to-person intermediaries either orally, in writing, or electronic communication tools related to the experience of purchasing services or experiences using products or services.

There are several indicators of Word of Mouth that are very influential, such as telling other people about the advantages of the school, telling others that it is fun to study at the current school, telling other people about the goodness of the school in detail, and wanting others to know that they are proud to be students. in schools today (Kotler & Keller, 2012).

Marketing Mix
The importance of looking at various aspects before starting a business activity in order to be able to target the right market share in order to get a profit that is comparable to what has been done. In addition, the marketing mix must also be able to produce what consumers actually want.

Pratama (2016) states that the marketing mix is a good marketing tool that includes products, pricing, promotions, distribution which are combined to produce the response desired by the target market. The marketing mix is one of the integrated marketing strategies that is divided into several elements of the company's marketing program that must be successful (Hasrina, 2017).

Another opinion from McCarthy (2014) he classifies aspects of the mix into four things that can also be called the 4Ps, namely Product, Price, Place and Promotion. The following describes these 4 things:

Product, namely everything that is offered in the market to meet the needs and desires of consumers, including product diversity, quality, design, features, brands, packaging, sizes, services, guarantees, rewards. Products include not only physical objects but also services, events, people, places, organizations, ideas, or a mixture of these entities.

Price, namely the value of an item expressed in money, including price lists, special discounts, payment periods, credit terms.

Place, which is an activity of interdependent companies involved in the process of making a product or service ready for use or consumption, including marketing channels, market coverage, location grouping, transportation supplies.

Promotion, a kind of communication that gives explanations to convince potential consumers about goods and services. The purpose of promotion is to get attention,

educate, remind and convince potential consumers. This includes sales promotion, advertising, sales force, public relations, direct marketing.

Decision Making

Any human, male or female, will live a life full of twists and turns and be faced with several choices which are useful for the next step. Therefore, before making the right decision, it would be better to consider wisely.

The opinion of G.R Terry (2021) is that decision making is an election based on certain criteria over more possible alternatives. While Horold and Cyril Odonnell (2021) define decision making as choosing an alternative regarding a way of acting. Student decisions are activities of students or prospective students that are influenced by several factors to take an action in choosing a school as a place of education (Purwanto, 2014). According to Purwanto (2014) indicators of Student Decisions are the quality of education, family support, and support in teaching and learning activities.

RESEARCH METHOD

Conceptual Framework

This study is to find out how Word of Mouth mediates the influence of the marketing mix on students' decisions to choose Islamic Senior High School Sabilal Muhtadin Banjarmasin through price (price), product (product), place (place) promotion (promotion) and students' decisions with WOM as a mediating variable. As many as 82 students were selected as a whole through non-probability sampling and data was analyzed by PLS-SEM.

The following research framework is to make an understanding of the situation that occurs in the object of research, through this presentation, it can be concluded that the root of the problem at the Islamic Senior High School Sabilal Muhtadin Banjarmasin with the theoretical basis that has been previously published and empirical studies so that the hypothesis made by the researcher can be proven valid by research using analysis statistics. Below is a model based on the themes raised in the research, as follows**:**

Figure 1. Conceptual Design
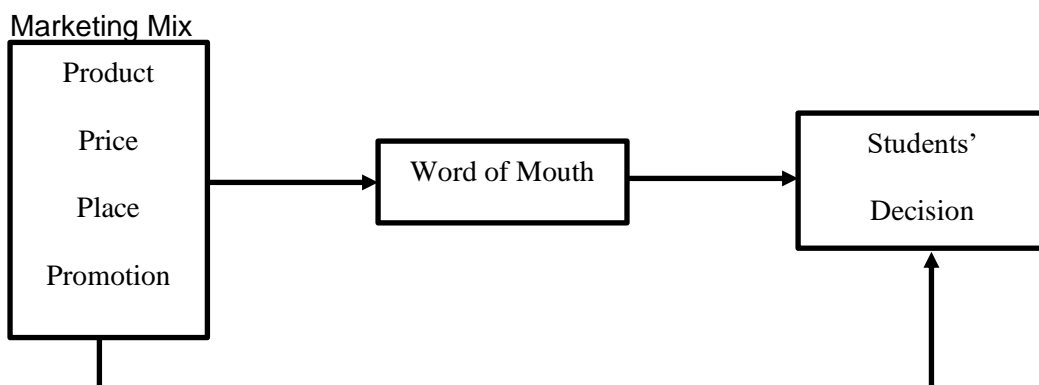
Marketing Mix

Hypothesis
H1: Marketing Mix influences Word of Mouth

H2: Marketing mix influences students' decisions to choose Sabilal Muhtadin Islamic High School Banjarmasin

H3: Word of Mouth influences students' decisions to choose Sabilal Muhtadin Islamic High School Banjarmasin

H4: Marketing mix influences students' decisions to choose Sabilal Muhtadin Islamic High School through Word of Mouth

Data Analysis

This study uses SEM-PLS analysis consisting of measurement models and structural models as follows:

Validity Test

Convergent Validity

a. Loading factor, is a weight estimation standard that connects factors with indicators. Conventionally, the loading factor value must be above 0.70 which indicates that the value is above the error variance value. if the loading factor value is below 0.70 then the indicator must be dropped or not used (Setiaman, 2020, pp.18).

b. The Average Variance Extracted (AVE) test is used to see convergent and divergent validity. The AVE test results will reflect each latent factor in the reflective model. The reflective model is considered strong if the AVE value is greater than 0.50 (Chin in Setiaman, 2020, pp.19).

Discriminant Validity

a. Fornell-Larcker Criterion, used to ensure discriminant validity, the AVE for each latent variable must be higher than R^2 with all other latent variables (https://www.statistikian.com, 25 August 2018).

b. Cross loading is used to check discriminant validity. Meanwhile, if an indicator has a higher correlation with other latent variables than with its own latent variable, then the model fit must be reconsidered (https://www.statistikian.com, August 25, 2018).

Reliability Test

a. The composite reliability test is an alternative to the Cronbach's alpha test, to measure the convergent validity of a reflective model. According to the researchers, the value of composite reliability is higher than the value of Cronbach's alpha test results. For exploratory research it must be at least 0.60 and in confirmatory research it must be more than 0.70 (Setiaman, 2020, pp. 19).

b. Cronbach's alpha test is a lower bound estimate in measuring reliability, while composite reliability does not assume reliability, while composite reliability is a closer approximation with the assumption that parameter estimates are more accurate. The interpretation of composite reliability has similarities with Cronbach's alpha because the limit value of 0.7 and above is acceptable (Ghozali & Latan, 2015).

Inner Model Test

a. Coefficient Determinant (R^2), is the result of a linear regression test, namely the amount of endogenous variability that can be explained by exogenous variables. R^2 value of 0.67 indicates a strong model strength; 0.33 indicates moderate strength and 0.19 indicates a weak strength of less than 0.19 which is considered no structural model strength (Chin in Setiaman, 2020, pp.23).

b. Structural Model Path Coefficient (t-statistic), describing the contribution or influence between construct variables, is carried out through a bootstrapping procedure by representing non-parametric analysis precision estimation both on the outer model and on the inner model. The significance value is expressed in the value of the t-statistical test, which is used (two-tailed) t-value 1.65 (significant level 10%); 1.96 (significant level 5%); and 2.58 (significant level 1%).

c. Predictive Relevance (Q^2), often called predictive sample reuse to validate the endogenous construct model (Goodness of Fit Model). The value of Q^2 predictive relevance on endogenous variables is declared good (fit model) if the value is > from exogenous variables. The value of Q^2 predictive relevance is 0.02 the validity of the predictive relevance of the model is weak; 0.15 the validity of the predictive relevance of the model is moderate; and 0.35 indicates that the validity of the predictive relevance of the model is strong.
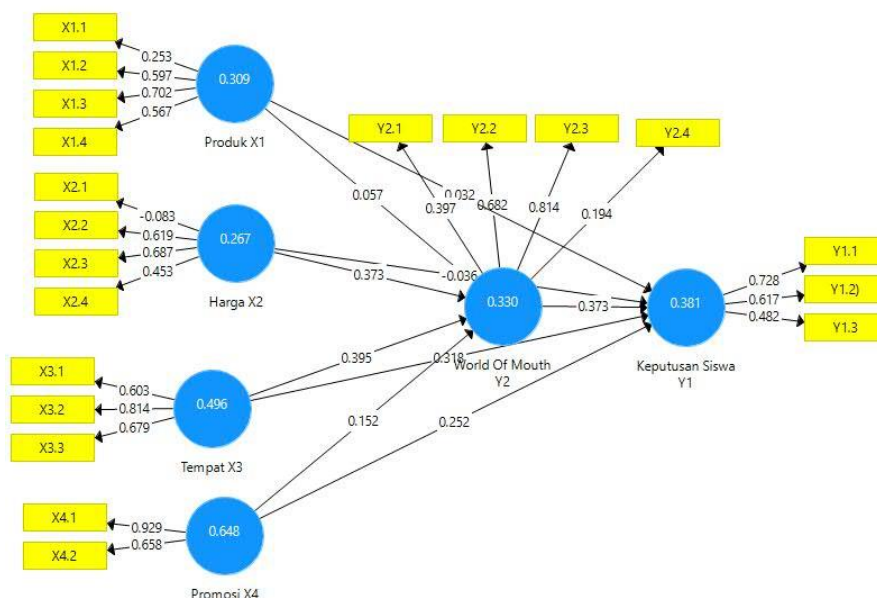
RESULTS

Evaluation of the Outer Model
In testing the outer model which aims to see the validity and reliability of a model. The analysis of this test will be seen from the influence of Loading Factor, Average Variance Extracted (AVE), Discriminant Validity, Composite Reliability.

Convergent Validity Test
Convergent validity of the measurement model using reflective indicators based on the loading factor of the indicators that measure the construct. The rule of thumb that is usually used to assess convergent validity is that the loading factor value must be > 0.7 for confirmatory research and a loading factor value greater than 0.6 or 0.7 for exploratory ones is still acceptable and the AVE (Average Variance Extracted) value must be greater than 0.5. The following is the result of the outer loading value.
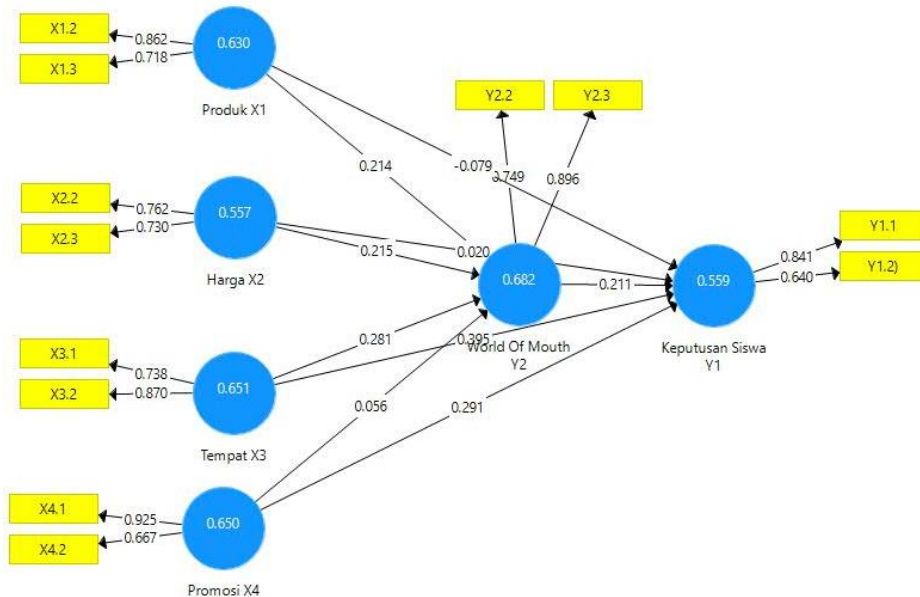
Figure 2. Algorithm of Outer Model

Source: Data processed using SmartPLS, 2022

Based on Figure 2 it can be concluded that the test results show the loading factor value <0.5, it can be said that the indicators used in this study have not met convergent validity. Here are the results of the outer model from Figure 2 above.

Therefore, retesting is carried out to meet the loading factor value >0.5, so that it can be said that these indicators meet convergent validity. The following are the results of the retest that was carried out by eliminating several indicators.

Figure 3. Algorithm of Outer Model

Source: Data processed using SmartPLS, 2022

According to Haier et al (1998) acceptable convergent validity is loading factor > 0.5, so based on Figure 3 it can be concluded that the test results show the loading factor value > 0.5, so that all indicators used in this study have met the validity of the conversion gene.

In this study there are 6 variables with 12 indicators based on figure 3 which can be explained as follows:
a. Construct or Product variable (X1) is measured by indicators X1.2 & X1.3. All indicators have a loading factor value > 0.5.
b. Construct or variable Price (X2) is measured by indicators X2.2 & X2.3. All indicators have a loading factor value > 0.5.
c. Construct or variable Place (X3) is measured by indicators X3.1 & X3.2. All indicators have a loading factor value > 0.5.
d. Construct or Promotion variable (X4) is measured by indicators X4.1 & X4.2. All indicators have a loading factor value > 0.5.

Table 3. Average Varian Extracted (AVE)

Construct	Average Varian Extracted (AVE)
Product X_1	0.630
Price X_2	0.557
Place X_3	0.651
Promotion X_4	0.650

Word of Mouth Y_2	0.682
Students' Decision Y_1	0.559

Source: Data processed using SmartPLS, 2022

Based on table 3, it can be concluded that the AVE (Average Variance Extracted) values have each value > 0.5, which means that the overall convergent validity is met.

Discriminant Validity Test

The reflective indicators need to be tested for discriminant validity, namely the Fornell-Larcker criteria and also by comparing the values in the cross-loading table. An indicator is declared valid if it has the highest loading factor value to the intended construct compared to the loading factor value to other constructs.

Table 4. Fornell-Larcker Criteria

	Price (X_2)	S.Decision (Y_1)	Product (X_1)	Promotiom (X_4)	Place (X_3)	*Word Of Mouth* (Y_2)
Harga X2	0.746					
Students' decision Y1	0.232	0.748				
Product X1	0.428	0.152	0.794			
Promotion X4	0.077	0.378	-0.031	0.806		
Place X3	0.348	0.511	0.368	0.153	0.807	
Word of Mouth Y2	0.409	0.394	0.408	0.109	0.443	0.826

Source: Data processed using SmartPLS, 2022

All the correlations between latent constructs meet the Fornell-larker criteria, namely > 0.70 because they have the highest value between the constructs themselves.

Table 5. Cross Loading

	Product (X_1)	Price (X_2)	Place (X_3)	Promotion (X_4)	WoM (Y_2)	Students' Decision (Y_1)
$X_{1.2}$	0.862	0.370	0.331	-0.033	0.378	0.114
$X_{1.3}$	0.718	0.307	0.245	-0.013	0.256	0.133
$X_{2.2}$	0.376	0.762	0.342	0.182	0.341	0.129
$X_{2.3}$	0.261	0.730	0.173	-0.074	0.267	0.220
$X_{3.1}$	0.192	0.116	0.738	0.141	0.176	0.449
$X_{3.2}$	0.378	0.406	0.870	0.112	0.497	0.392
$X_{4.1}$	-0.045	0.086	0.104	0.925	0.148	0.368
$X_{4.2}$	0.012	0.023	0.176	0.667	-0.020	0.216
$Y_{1.1}$	0.119	0.159	0.405	0.384	0.329	0.841
$Y_{1.2}$	0.111	0.201	0.362	0.149	0.256	0.640
$Y_{2.2}$	0.200	0.162	0.271	0.203	0.749	0.337
$Y_{2.3}$	0.436	0.463	0.438	0.016	0.896	0.325

Source: Data processed using SmartPLS, 2022

It can be concluded that the measurement of the Cross-Loading value > 0.70 has the highest value for the intended construct compared to the loading factor value of other constructs.

The value for the correlation between latent constructs on the Fornell-larker criteria is > 0.70 and for cross loading > 0.70 for each variable (Setiaman, 2020, pp.20). Based on tables 4 & 5, it can be concluded that in measuring the value of the Fornell-Larcker & Cross Loading Criteria, it has the highest value for the intended construct compared to the value for other constructs, so the test of discriminant validity as a whole has been fulfilled.

Reliability Test

Table 6. Composite Reliability

Constructs	Composite Reliability	Description
Product X_1	0.771	Reliable
Price X_2	0.715	Reliable
Place X_3	0.787	Reliable
Promotion X_4	0.784	Reliable
Word of Mouth Y_2	0.810	Reliable
Students' Decision Y_1	0.713	Reliable

Source: Data processed using SmartPLS, 2022

Evaluation of Inner Model

Determinant Coefficient R^2
Goodness of fit in PLS can be known by Q^2 which has the same meaning as the coefficient of determination (R-square) in the regression analysis.

Table 7. R^2 Value

	R-Square	Adjusted R Square
Word of Mouth Y_2	0.306	0.270
Students' Decision Y_1	0.387	0.347

Source: Data processed using SmartPLS, 2022

Based on table 7 above, it states that the value of student decisions and word of mouth is able to explain the R-square construct, it can be seen that Q^2 is as follows.
$Q2 = 1-(1-R^21)(1-R^22)$
$Q2 = 1 – (1-0.306)(1-0.387)$
$Q2 = 1 – (0.694) (0.613)$
$Q2 = 1 – 0.425422$
$Q2 = 0.574578 = 57$

According to Hair et al (2011), 0.75 is included in the strong model category, 0.50 is in the moderate category and 0.25 is in the weak category. The result of the R-Square above is 57, which means this model is said to be in the strong category.

Hypotheses Test

Table 8. Hypotheses Test

Constructs	Ori. Sample (O)	Median Sample (M)	Dev. Standard (STDEV)	t. Statistics	P Values
Product X_1-> Stu. Decision Y_1	-0.079	-0.071	0.128	0.615	0.539
Product X_1 -> *Word of Mouth* Y_2	0.214	0.220	0.120	1.788	0.074
Price X_2 -> Stu. Decision Y_1	0.020	0.034	0.141	0.142	0.887
Price X_2 -> *Word of Mouth* Y_2	0.215	0.217	0.132	1.625	0.105
Place X_3 -> Stu. Decision Y_1	0.395	0.408	0.158	2.505	0.013
Place X_3 -> *Word of Mouth* Y_2	0.281	0.277	0.117	2.413	0.016
Promotion X_4 -> Stu. Decision Y_1	0.291	0.286	0.143	2.037	0.042
PromotionX_4 -> *Word of Mouth* Y_2	0.056	0.064	0.135	0.410	0.682
Word of Mouth Y_2 -> Stu.decision Y_1	0.211	0.186	0.137	1.543	0.123

Source: Data processed using SmartPLS, 2022

Place (X_3) has influence both on Word of Mouth (Y_2) and Students' Decision (Y_1) while promotion (X_4) influences Word of Mouth Y_2

Table 9. Total Indirect effect

Construct	Ori. Sample(O)	Median Sample (M)	Dev. Standard (STDEV)	t Statisticx	P Values
Product X_1--> WoM Y_2--> Students'Decision Y_1	0.045	0.049	0.045	0.994	0.321
Price X_2 -> Wom Y_2 --> Students' Decision	0.045	0.036	0.039	1.167	0.244
Place X_3 -> WoM Y_2--> Students' Decision Y_1	0.059	0.056	0.046	1.284	0.200
Promotion X_4 -> WoM Y_2 -> Students' Decision Y_1	0.012	0.016	0.033	0.357	0.721

Source: Data processed using SmartPLS, 2022

Mediating Variables Word of Mouth (Y_2) has no effect on Marketing mix consisting product, price, place and promotion to Students' decision (Y_1) in choosing the school.

DISCUSSION

The Effects of Marketing Mix on Word of Mouth

Only Place in the Marketing Mix consisting of product, price and promotion has influence on Word of Mouth. The size of school area, the strategic location and its safety creates buzz to students to talk about good things about the school although the talk or WoM in the end does not make it any better for the increase of students' decision to pick SMA Sabilal Muhtadin. Product doesn't seem to influence WoM meaning the accreditation (A), facilities, extracurricular activities are not able to create people interested in learning more about the school. The school fee and promotion are not good indicators to elevate the discussion about that school.

The Effects of Marketing Mix on Students' Decision

When we shift the focus on the influence of Marketing Mix to Students' decision to choose SMA Sabilal Muhtadin, we have Place and Promotion that both strengthen their decision to pick this school while product and price have no effect at all. The size and location of school area makes student feel comfortable to study there and both caused students to make up their mind in selecting the school. Promotion using social media such as YouTube also catch much attention of prospective students. The advertisement that student see on new papers, ads on streets and brochure also triggered the interest of students to join the school.

The Effects of Word of Mouth on Students' Decision

WoM which is expected to influence the students' decision doesn't apply in this matter. All the created buzz is not strong enough to make people register for the school and choose to be in other Islamic Schools or other private schools. WoM doesn't make students or parents to recommend others to join the school when the new school year begins.

The Effects of Marketing Mix on Students' Decision mediated by Word of Mouth

WoM also doesn't mediate the relation or interaction between marketing mix and students' decision. Students got enough advertisement and know the area of school by themselves and decide to choose that school. Most students or parents register to school not because of what they hear from friends or family about the school but merely because of advertisement or strategic location of school.

CONCLUSION

1. Marketing Mix consisting of product, price, and promotion doesn't affect or create substantial word of mouth and only place or location of school and its magnitude can create the buzz of the school.
2. Both Place and Promotion have direct effect on Students' decision to choose SMA Sabilal Muhtadin
3. Word of Mouth doesn't make people recommend to other students to join the school in that the number of students remain low
4. There is no mediating role of Word of Mouth on the influence of marketing mix to students' decision.

DECLARATION OF CONFLICTING INTERESTS
Authors declared that no competing interest exist. There is absolutely no conflict of interest between the authors and object of study because we intend to give feedback for the school in order to increase the number of its students and its development. The research was funded by personal efforts of the authors.

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