ABSTRACT

This study aims to determine the effect of service quality (academic aspects, non-academic aspects, empathy and reliability), perceived quality and price perceptions of the interest of the parents of SD Nasima sending them back to SMP Nasima.

The population of this research was 619 parents of Nasima Semarang Elementary School. Data was collected by using questionnaires and taking samples of the parents of SD Nasima. The research sample used purposive sampling with a total of 191 respondents. Data were analyzed by SPSS.

The results of this study are academic aspects, empathy, reliability and perceived quality affect the interest of parents of SD Nasima to SMP Nasima while non-academic aspects and perceptions of prices do not affect the interest of parents of SD Nasima send to SMP Nasima. The most influential aspect of parents' interest in sending their children to Nasima Middle School is the perception of product quality.

Keywords: academic, non-academic, empathy, reliability, price, quality, purchase intention.

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