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The Influence of Digital Marketing and Service Quality on Grade X Students' Decisions in Choosing Private Vocational School In Jambi Medan

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Abstract

This study aims to analyze the influence of Digital Marketing and service quality on the decision of tenth-grade students in choosing a private vocational school in Jambi, Medan. This study used a quantitative approach. The study population was 222 tenth-grade students of a private vocational school in Jambi, Medan, with a sample of 143 students determined using the Proportionate Stratified Random Sampling technique using the Slovin formula. Data were collected using a Likert-scale questionnaire and analyzed using multiple linear regression using the t-test, F-test, and coefficient of determination (R^2). The results showed that Digital Marketing had a positive and significant effect on students' decisions in choosing a school (t-test = 9.351; sig = 0.000 < 0.05). Service quality also had a positive and significant effect on students' decisions (t-test = 8.085; sig = 0.000 < 0.05). Simultaneously, both variables had a positive and significant effect on student decisions (F count = 70.668; sig = 0.000 < 0.05). This finding indicates that 50.2% of the variation in students' decisions in choosing Jambi Medan Private Vocational Schools can be explained by Digital Marketing and service quality, while the remaining 49.8% is influenced by other factors outside the study.

Keywords:
Digital Marketing, Service Quality, Student Decisions

INTRODUCTION

Education is one of the factor main in development source Power quality human beings. Through education, individual can develop potential self, improve skills, as well as get necessary knowledge in face global challenges. Therefore that, education become need fundamental for every individual and become attention main for government and public (Sashi, 2021) . In the era of globalization moment this, the world of education experience very rapid development. Changes the No only occurs in the system learning, but also on aspects management and marketing institution education. School No Again only play a role as institution education, but also as organizations that must capable compete in interesting interest candidate participant educate.

According to Siti Fatikhatus (2024) competition between institution education, in particular school medium vocational (SMK), increasingly increase along with increase amount school private sector. Conditions This demand every school for have the right strategy to be able to interesting interest student new every year. Competition it also encourages school For increase quality better services and promotional strategies effective (Sashi, 2021). In the situation many choice school, decision student No Again formed in a way automatic based on factor proximity geographical or tradition solely. Yolanda *et al.*, (2025) put forward that candidate student now own diverse alternative institution education, so that the selection process school influenced by perception to quality education, reputation, services, facilities, and promotional strategies implemented school. With thus, school must capable manage factors the in a way systematically so that it can grow and maintain decision candidate participant educate (Setya Marwati & Istiantin, 2025). In a way conceptual, decision student in choose school medium vocational school (SMK) is results end from the consideration process involving various factor both internal and external external. The decision reflect choice individual after through stage evaluation to alternative available schools. Nurohman *et al* (2025) state that decision choosing a vocational school is influenced by in a way positive and significant by quality service, image schools, and promotional strategies, so the more Good management factors the so the more tall trend student For choose school the (Shankar et al., 2022).

Student decision No formed in a way spontaneous, but rather through a process that involves search information, formation perception, as well as evaluation to advantages possessed Simamora school *et al* (2023) confirm that decision choose school is stage end from behavior consumer in field education is influenced by facilities, location, and reputation institutions. With Thus, changes in factors external like improvement facilities, quality services and image school will give impact direct to decision student in choose vocational school (Harto et al., 2024).

With thus, in context increasing competition between vocational schools competitive, decision student become indicator strategic For evaluate how far is the school capable build Power attraction, trust, and perception positive in the eyes candidate participant students and parents (Rachmawati & Afifi, 2022). The decision reflect results end from the consideration process student after evaluate various alternative available schools (Islami et al., 2021). Therefore that, research that places decision student as variables bound become relevant and important For done, in order to know factors What only those who significant influence decision student in choose Jambi Medan Vocational School as choice education middle (Amin et al., 2025).

For identify problems that occurred at Jambi Medan Vocational School, then done observation beginning in the form of quantity data students who register in 5 years final as following:

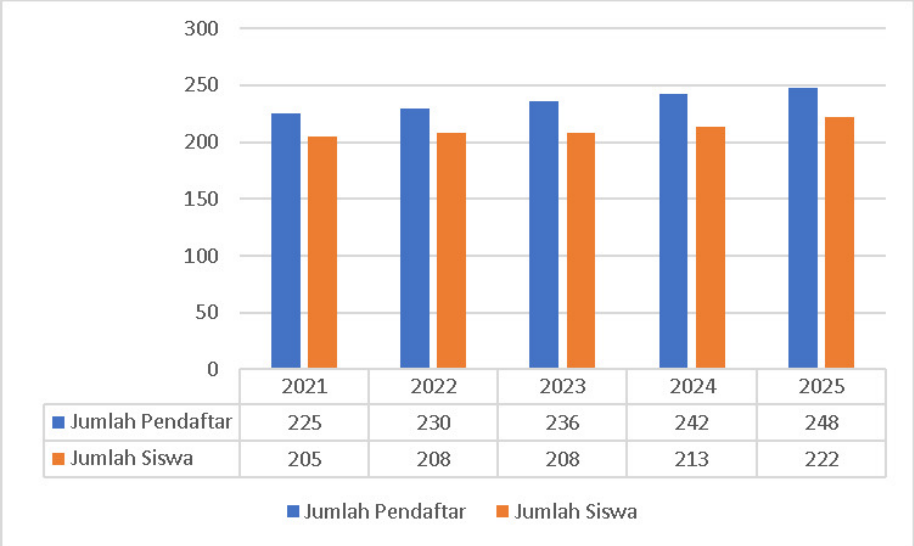


Figure 1. Number of Data Applicants and Number student

Based on the data in the graph amount applicants and number students at Jambi Medan Private Vocational School in 2019 academic year 2021/2022 to 2025/2026, seen existence gradual and steady improvement every year. Amount applicant experience increase from 225 in 2021/2022 to 230 in 2022/2023, then increase to 236 in 2023/2024, rising again to 242 in 2024/2025, and reach 248 in 2025/2026. In line with that, the amount students also showed increase. In 2021/2022 the number of student recorded as many as 205 people, then to 206 people in 2022/2023 and remain at 206 people in 2023/2024. Furthermore amount student increase to 213 people in 2024/2025 and reach 222 people in 2025/2026. The data show that interest public For continue to attend private vocational school in Jambi Medan experience improvement from year to year (Gelashvili, 2024).

Ascension This show that interest as well as decision student in choose school experience positive developments from year to years. Although there is A little stagnation in the period certain, trends overall still increased (Hokmabadi et al., 2024). This is indicates that school capable increase Power pull it through repair quality education, facilities, and promotional strategies, so that trust public to school the more strong and has an impact on increasing amount participant educate (Jamilah et al., 2025).

One of influencing factors decision student in choose school is *Digital Marketing*. Hermawan & Bimo, (2024) find that utilization of social media and school websites in a way active influential positive to decision participant educate, especially through improvement *brand awareness* and formation perception quality school. Consistent digital activities, such as uploads featured program information, documentation activity school, alumni testimonials, as well interaction responsive with candidate students, able build image professional and credible in the eyes community. Prospective students and parents tend more interested in schools that have good digital presence, informative and relevant content, and professional visual appearance Because matter the reflect seriousness and quality management school in give service education.

More continued, Huda *et al* (2025) confirm that *Digital Marketing* education functioning as door initial (*first contact*) in the collection process decision candidate students. Information initial gain through digital media will form expectation student to quality school, good from aspects of educational programs, facilities, achievements, work The same industry, as well as services that will

be accepted. At this stage In this case, *Digital Marketing* plays a role in create impression first impression *is* very decisive direction evaluation next. If the impression the beginning of the construction through digital media positive, informative, and convincing, then opportunity formation decision student will the more big. Here This is results questionnaire observations used For know in a way deep about *Digital Marketing* at Jambi Private Vocational School Medan (Chaffey & Ellis-Chadwick, 2019).

In this aspect recommendation party others, 46.5% of respondents know school through alumni, partners, or Work The same promotion school, while 53.5% did not. Then, 42.3% of respondents get information school through social media such as Instagram, TikTok, Facebook, or YouTube, while 57.7% do not (Febriyantoro, 2020). Questionnaire results show that *Digital Marketing* school Still not optimal, especially on Google ads and activities online promotion, because part big respondents Not yet Once see and clicking advertisement school. In addition, the spread of information through social media and recommendations also not yet maximum. Condition This show the need improving *digital marketing* strategies so that information school more wide known and capable interesting decision student for choose Jambi Medan Private Vocational School. According to Kotler *et al* (2021) in theory modern marketing, communication effective marketing through digital media is able increase *brand awareness,* forming perception positive, and influential decision consumers. In the context of education, candidates student positioned as consumer service education that will evaluate information before determine choice. When school capable serve interesting, credible, and easy information accessible through digital platforms, then opportunity formation decision student will the more big.

The theory supported by research Adi Pranoto *et al* (2023) who found that the use of Instagram as an influential digital marketing medium positive and significant to improvement amount student New. Active and consistent school manage digital content is experiencing improvement Power pull and accept student. In addition, Sudirman *et al* (2024) in his research state that use of school websites as a *Digital Marketing* media capable increase visibility and strengthen school branding, so that influential to interest public in choose school. Informative and professional website create impression first positive for candidate students and parents.

Another study by Sari & Rahmayati, (2025) confirm that *Digital Marketing* is influential positive to interest candidate student through formation image school. The more the better *the Digital Marketing* strategy implemented, the more high decision student for register. However, research it also shows that less than optimal implementation such as lack of interaction and responsiveness can hinder effectiveness digital promotion. Findings the strengthen that *Digital Marketing* is factor important things that influence decision student in choose school. If school capable manage digital content in a consistent, interactive, and professional, then decision student will increase. On the other hand, if *the Digital Marketing* strategy is not managed with good, less responsive, or No interesting, then perception candidate student can decreased and had an impact on low decision choose school (Indriani & Sismanto, 2023). Besides *Digital Marketing,* quality service is also factor important things that influence decision student in choose institution education. In the context of education as provider services, schools No only play a role as institutions academic, but also as organization services that must be capable fulfil needs and expectations student and parents. Quality service education covers various aspects, starting from service administration, attitude and competence power educator as well as power education, clarity information, up to availability and utilization facility supporters learning (Pollák et al., 2021).

Leem, (2025) state that quality service education contribute direct in form perception positive candidate participant educate to school, which is next increase decision For Register. Responsive, friendly, and professional service capable create a sense of trust as well as comfort for students and parents in the process of taking decision education. yam *et al*., (2025) confirm that quality perceived service *quality* becomes determinant main in create satisfaction and loyalty users service education. A capable school give consistent, transparent, and needs - oriented service student tend more in demand compared to a school that only superior from side facility physique without supported optimal service. This is show that existence facility just No Enough if No accompanied with quality good service. Next, on the aspect willingness officer in helpful, only 49.3% of respondents felt officer willing help when needed, while 50.7% stated on the contrary. On professionalism service, only 43.7% rated it service Already professional, while 56.3% considered Not yet professional. Likewise in attitude concern officers, only 46.5% stated officer serve with attitude care, while 53.5% stated No.

Questionnaire results This show that quality school services the Still not optimal. In terms of facilities, still much is needed be repaired so that it can fulfil need students. In the aspect of service, still there is mismatch between promises and realization, as well as lack of professionalism and caring from officer school. This is indicates that party school need increase quality service in a way comprehensively so that it can give more satisfaction Good to students and parents.

According to Parasuraman, Zeithaml, & Berry (1988) in Wibisono (2020) draft *SERVQUAL,* quality service determined by five dimensions main that is *tangibles* (evidence) physical), *reliability, responsiveness* responsiveness), *assurance,* and *empathy*. In the context of education, fifth dimensions the reflected through facility adequate schools, clarity information, accuracy service administration, attitude friendly officers, as well as attention to need students. This theory explain that the more Good quality the service felt, then the more tall level satisfaction and trust consumer to institution provider services, including institution education (Yulianto et al., 2023).

The theory show that quality service own role important in form perception positive candidate student to school. When the service given in a way fast, accurate, friendly, and professional, then candidate student will feel appreciated and confident to credibility school. On the other hand, slow service, less clear, or not enough responsive can lower decision student in choose school the. This theory supported by research Rika & Riadi, (2026) who stated that quality service influential positive and significant to decision candidate student in choose school. Good service increase trust as well as strengthen image school in the eyes public. In addition, research conducted YN Sari & Abubakar, (2024) show that quality service education influential positive to satisfaction students, which includes regularity service, quality teacher- student interactions, as well as service efficient and responsive administration. Research results This strengthen that quality service is factor important in experience Study students that impact perception they to school. Research conducted by Citing *et al* (2021) find that dimensions assurance and empathy have influence positive to satisfaction students, at the same time show that aspect service that provides a sense of comfort and trust is very important for experience student.

Results study This strengthen argumentation that quality service is influencing factors to perception, satisfaction, and interest student in choose school. Good service give adequate information, creating experience positive and constructive interactions trust, so that influence interest student in a way psychological to institutions the education concerned.

With Thus, the quality service education own role important as one of the interesting factors decision students. Improvement quality services that include delivery fast, clear and friendly information will help school create experience positive start for candidate participant educate, so that in a way No direct contribute to the improvement decision they For choose school the in the competitive PPDB process (Saputra & Ardani, 2020).

Based on a number of the above theories and research about influence *Digital Marketing* and quality service to decision student in choose school show that both of them own mutual relationship related and influential to decision students. *Digital Marketing* is carried out in a way effective through social media can increase awareness, interest, and trust candidate student to school. Meanwhile that, quality good service, such as adequate facilities, attitude professional, and responsive service, can give impression positive so that push student For choose school the (Daeng et al., 2023).

Students who get interesting and consistent information through *Digital Marketing* tend own more interest tall For register. On the other hand, promotional strategies are lacking maximum as well as quality suboptimal service can lower interest and belief candidate student in determine choice school. With thus, low or height interest student in choose SMK N 7 Medan no only influenced by factors academic alone, but also influenced by the effectiveness *Digital Marketing* and quality services provided by the party school. Based on background behind on researchers feel need do study with title " Influence *Digital Marketing* and Quality Service "Regarding the Decision of Class X Students in Choosing Private Vocational Schools in Jambi Medan"

RESEARCH METHOD

In obtaining data for study this, researcher designates Jambi Medan Private Vocational School located at Jl. Pertiwi No. 116, Bantan, Medan Tembung District, Medan City, North Sumatra, as location research. The research was conducted in the even semester year 2025/2026 academic year.

In the research This use type ex-post facto research with approach quantitative. According to Warsi, (2025) ex-post facto research is something approach research used for examine connection cause and effect with utilize data or events that have occurred happen previously. In the approach this, researcher No do manipulation to variables free, but analyze phenomena that have already There is for understand How variables the each other influence. Approach This allows researchers for examine complexity connection between variables after incident happened, with runway philosophy that connection cause and effect can understood from the facts that have been come true without treatment direct from researcher.

The approach used in study This is approach quantitative Where according to Sugiyono (2014) in Moniz et al., (Salwanisa, 2023) research quantitative is approach research that involves data processing in form numbers and analysis statistics For explain the phenomenon being studied. Approach This designed for learn characteristics something population or connection between variables with use instrument study for collect data, which is then processed and tested through procedure statistics in accordance with hypothesis that has been set.

According to Susanto et al (2024) the population is gathering complete from individual or object with characteristics certain things that become target research and become the target of generalization from results research. Meanwhile That Sugiyono (2022) explains that population is a generalization area consisting of from object / subject that has quantity and characteristics certain

issues raised by researchers For Then studied and raised conclusion. Population in study This is student class X at Jambi Medan Private Vocational School, totaling 222 students.

According to Suriani et al (Istrefi-Jahja & Zeqiri, 2021) the sample is part from amount and characteristics possessed by the population. Sample that is a number of selected individuals from population and is the representative part overall member population size sample from something population can use many kinds of method. This research use probability sampling technique, namely proportionate stratified random sampling with use Slovin's formula. According to Sugiyono (2022) proportionate stratified random sampling was used if population have members who do not homogeneous and stratified in a way proportional. The size sample determined with Slovin's formula According to Sugiyono (2022) Formula Slovin is something the formula used for look for magnitude assessed samples capable represent overall population.

According to Nashrullah, Muhammd (2023) engineering data collection is procedure or method or the strategy used for collect data that will be researched. This means that the technique This need strategic and systematic steps for get valid and appropriate data with in reality. Data collection techniques used by researchers in study This is questionnaire, observation and documentation.

According to Sugiyono (Ratna, 2019) Questionnaire is technique data collection carried out with method give a set question or statement written to respondents For answered. Questionnaire is technique efficient data collection when researchers know with Certain variables to be measured and known what can expected from respondents. In addition, the questionnaire is also suitable used when amount respondents Enough large and spread over a wide area. Questionnaire can in the form of question/statement closed or open, can given to respondents in a way direct or sent by post, or internet. Questionnaire in study This use scale Likert. According to Sadewa & Ariani (2025) Likert scale often explained as tool measurement consisting of from a number of statement addressed to respondents for evaluate attitude, behavior, opinion, or perception individual, where respondents choose level agree or No agree to statement the hypothesis test is procedure statistics used for evaluate truth something statement based on research data, so that researchers can interesting conclusion whether the proposed hypothesis accepted or rejected. Through testing this, the decision taken No only based on suspicion, but supported by calculations and evidence objective statistics. The goal is for know There is whether or not connection as well as influence between variables free (independent) with variables dependent. In the study this is a hypothesis test used for test existence the influence of Digital Marketing (X1) and quality service (X2) to decision students (Y). Hypothesis testing used in the research This is as following

According to Ghozali (Singh et al., 2021) the t-test is a statistical test used For know whether something variables independent in a way partial or individual has significant influence to variables dependent in a regression model. More next, hypothesis testing done For evaluate whether connection or influence between variables free to variables the bound that is being studied can accepted or rejected based on mark significance obtained.

RESULTS AND DISCUSSION

This research held at the Jambi Medan Private Vocational School located at Jl. Pertiwi No. 116, Kelurahan Bantan, Medan Tembung District, Medan City, North Sumatra, in the even

semester year academic year 2025/2026 with subject study as many as 143 students class X, using three variables that is two variables independent in the form of *Digital Marketing* (X1) and Quality Service (X2) and One variables dependent namely Student Decision (Y), where the data from each variable obtained through distributed questionnaires direct to respondents. Before instrument study used for data collection, researchers conduct validity and reliability tests for ensure that instruments used truly worthy. According to Sugiyono (Wazdi & Aisya Aprilia, 2022) validity describe level to what extent a instrument study capable measure the concept that should be measured. Determination validity instruments in the study This done with use formula Pearson product moment, while the reliability test use formula *Cronbach's Alpha* with SPSS version 22 program assistance. Criteria used in validity testing is if mark $r_{count} > r_{table}$ at the level significance $\alpha=0.05$ then grains instrument declared valid. On the other hand, if mark $r_{count} < r_{table,}$ then grains instrument stated Invalid. The *r value of the table* obtained from calculation $df = n-2$. With amount trial respondents as many as 70 people, then df =28. At level significance $\alpha=0.05$ was obtained *rtable* = 0.235.

Instrument variables *Digital Marketing* (X1) consists of over 20 grains drafted statement based on a number of indicator research. All grains statement the Then tested try it to 70 respondents for know validity and reliability. Based on validity test results on variables *Digital Marketing* (X1), can concluded that all 20 grains statement declared valid, because each item has mark r_{count} more big from r_{table} 0.235.With Thus, the instrument research on variables *Digital Marketing* (X1) has fulfil criteria validity, so that all over grains statement worthy used as tool data collection in study.

After the validity test was carried out, the instrument variables efficacy 20 items were declared valid later tested its reliability use method *Cronbach's Alpha.* Based on reliability test results variables *Digital Marketing* (X1) is shown in the table *Reliability Statistics,* obtained mark *Cronbach's Alpha* of 0.903 with number of items analyzed as many as 20 grains statement. The Cronbach's Alpha value be on top the minimum limit of reliability set, namely 0.60, so that can concluded that instrument research on variables *Digital Marketing* (X1) is reliable.

This matter show that all over grains statement in variables *Digital Marketing* own excellent internal consistency, as well as capable give results stable, consistent and reliable measurements trusted if used return in study similar. On the variable Quality Service (X2), validity test done with use Pearson Product Moment technique, while the reliability test use Cronbach Alpha formula. Criteria used is if mark $r_{count} > r_{table}$, then instrument declared valid, whereas If *rhitung* < *rtable* , then instrument stated invalid (Sugiyono, 2019). The *r value of the table* was obtained from calculation $df = n - 2$. With amount respondents as many as 70 people, then obtained df = 68. At the level significance $\alpha = 0.05$, obtained mark $r_{table} = 0.235$.

Instrument variables Quality Service (X2) consists of over 20 grains drafted statement based on a number of indicator research. All grains statement the Then tested try it to 70 respondents for know validity and reliability.

Based on validity test results on variables Quality Service (X2), can concluded that all 20 grains statement declared valid, because each item has mark r_{count} more big from r_{table} which is 0.235. The *calculated r value* for each item is in the range of 0.376 to 0.727, so that has fulfil condition validity. With Thus, the instrument research on variables Quality Service (X2) has been fulfil criteria validity, so that all over grains statement worthy used as tool data collection in study.

Description Research Variables

After the instrument study declared valid and reliable, researchers continue stage study with spread questionnaire to student Class X of Jambi Private Vocational School, Medan. Data obtained from results filling questionnaire furthermore processed and served in form distribution frequency. In the preparation distribution frequency said, especially formerly determined range category use interval formula, so that results obtained can give a clearer picture clear, systematic, and measurable.

$$i = \frac{nilai\ Tertinggi\ - nilai\ terendah}{nilai\ tertinggi}$$

$i = \frac{5-1}{5} = 0.8$

Analysis Statistics Descriptive *Digital Marketing* (X1)

For know How perception student about *Digital Marketing,* researcher spread questionnaire consisting of of 20 statement items. Each statement item answered use Likert scale with five alternatives answers, namely Strongly Agree (SS = 5), Agree (S = 4), Undecided (RR = 3), Disagree (TS = 2), and Strongly Disagree (STS = 1). The results of data processing from questionnaire the Then counted amount scores, average values, and categorized to in criteria certain.

Based on the Distribution Table Frequency Answer Questionnaire *Digital Marketing* (X1), can concluded that Of the 20 statement items measured, there are 13 statement items that are included in Good category. Next, there are 3 statement items that are included in category Good Enough. Meanwhile that, 4 item statement including in Bad category. There are no statement items entered to in Very Good and Very Bad categories. The average results of the distribution frequency answer For variables *Digital Marketing* (X1) is 3.49, which is in the Good category.

Distribution category the show that majority respondents give Good assessment of implementation *Digital Marketing*. This is seen from dominant the number of items in the Good category compared category others. Although Still there is a number of indicators that obtain evaluation Good Enough and Not Good, in general overall respondents evaluate that activity *Digital Marketing* is implemented has walk with good and capable give information as well as enough promotion effective to candidate students. With Thus, the variable *Digital Marketing* (X1) in study This can it is said own level Good assessment, because show perception positive respondents to implementation *Digital Marketing* in a way overall.

Analysis Statistics Descriptive Quality Service (X2)

For know level efficacy self students, researchers use questionnaire consisting of over 17 grains statement. Every statement answered with use four-point Likert scale choices, namely Strongly Agree (SS = 4), Agree (S = 3), Disagree (TS = 2), and Strongly Disagree (STS = 1). The data results distribution questionnaire Then processed For get amount scores, averages, and categorization to in criteria certain.

Based on the Distribution Table Frequency Answer Questionnaire Quality Service (X2), can concluded that Of the 20 statement items measured, there are 15 statement items that are included in Good category. Furthermore, there is 1 statement item that is included in category Good Enough. Meanwhile that, 4 item statement including in Bad category. There are no statement items entered to in Very Good and Very Bad categories. The average results of the distribution frequency answer For variables Quality Service (X2) is 3.50, which is in the Good category.

Distribution category the show that majority respondents give Good assessment of quality services provided. This is seen from dominant the number of statement items that are in the Good category compared to category others. Although Still there is a number of indicators that obtain Bad rating and one indicators that are in the category Good enough, in general overall respondents evaluate that quality services provided has walk with good and capable fulfil hope users service. With Thus, the variable Quality Service (X2) in study This can it is said own level Good assessment, because show perception positive respondents to quality service in a way overall.

Analysis Statistics Descriptive Student Decision (Y)

For know How decision student in choose, researcher spread questionnaire consisting of of 19 statement items. Each statement answered use Likert scale with five alternatives The answers are Strongly Agree (SS = 5), Agree (S = 2), Undecided (RR = 3), Disagree (TS = 2), and Strongly Disagree (STS = 1). The data results are questionnaire Then processed For get amount scores, averages, and categorization to in criteria certain.

Based on Distribution Frequency Answer Student Decision Questionnaire (Y), can concluded that Of the 19 statement items measured, there were 17 statement items included in Good category. Furthermore, there are 2 statement items that are included in category Pretty good. There are no statement items entered in categories: Not Good, Very Good, or Very Bad. The average distribution results frequency answer For The Student Decision variable (Y) is 3.72, which is in the Good category.

Distribution category the show that majority respondents give Good assessment of factors that influence decision student in choose school. This is seen from dominant the number of statement items that are in the Good category, namely as many as 17 of the 19 items measured. Although Still there is two indicators that obtain evaluation Good enough, in general overall respondents evaluate that various related aspects with taking decision has give positive influence. With Thus, the Student Decision variable (Y) in study This can it is said own level Good assessment, because show perception positive respondents to decision they in choose school in a way overall.

Classical Assumption Test

Normality Test

Normality test aim for know whether the residual data in the regression model own normal distribution or no. Testing This done with use *One-Sample Kolmogorov–Smirnov Test* using SPSS version 22.

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		143
Normal Parameters [a,b]	Mean	.0000000
	Standard Deviation	12.70955466
Most Extreme Differences	Absolute	.044

	Positive	.030
	Negative	-.044
Test Statistics		.044
Asymp. Sig. (2-tailed)		.200 [c,d]

Based on normality test results *using the One-Sample Kolmogorov–Smirnov Test,* obtained mark Asymp. Sig. (2-tailed) is 0.200. This value more big from level significance 0.05 (0.200 > 0.05), so that can concluded that the residual data in study This normally distributed.

With Thus, the regression model used has fulfil assumptions normality, so that the research data worthy used for analysis more continue. This result show that residual distribution is not experience significant deviation from normal distribution, so that can support validity and accuracy results analysis conducted in study This.

Apart from using *the Kolmogorov–Smirnov* test, residual normality can also be used. seen through chart *Normal P–P Plot of Regression Standardized Residual.* On the chart the data points appear spread and follow the diagonal line. This is show that residual distribution approaches normal distribution. With Thus, the results testing chart *P–P Plot* support conclusion that the residual data in the regression model normally distributed, so that assumptions normality fulfilled. The following served in picture :

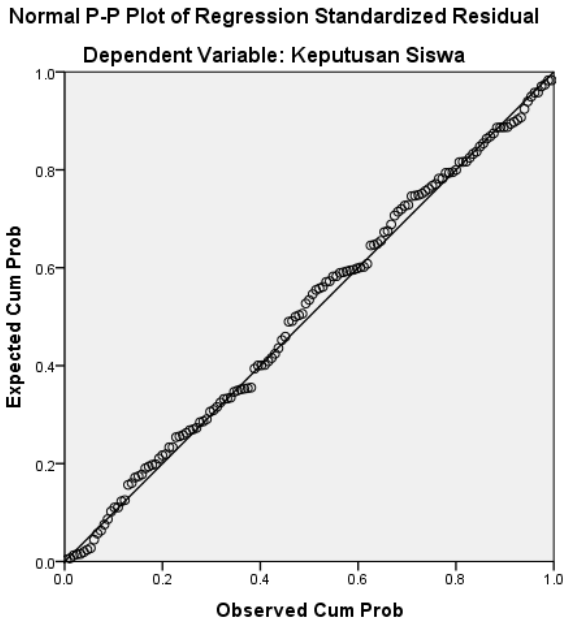


Figure 2. Normality Test Using P-Plot

Based on picture on can seen that seen dot, dot, dot spread around the diagonal line and following the diagonal line, then can concluded that the data obtained normally distributed.

Linearity Test

Linearity test done for know whether there is linear relationship between variables independent with variables dependent. Testing This done with use *Test for Linearity* in SPSS version 22. Criteria taking decision based on values significance in the column *Deviation from Linearity*. If mark significance more big from 0.05, then connection between variables independent and dependent is linear. Based on the results of the linearity test in Table 4.12, can concluded that

connection between variables *Digital Marketing* (X1) with Student Decision (Y) is linear. This is can seen from mark significance in the Deviation from Linearity section is 0.172. Because the value significance the more big from 0.05 (0.172 > 0.05), then No there is deviation significant linearity between variables X1 and Y. In addition, in the Linearity section, it is obtained mark significance of 0.000, which is more small of 0.05 (0.000 < 0.05). This result show that linear relationship between variables *Digital Marketing* (X1) and Student Decision (Y) are significant in a way statistics.

With thus, it can concluded that there is a linear relationship between variables *Digital Marketing* (X1) with Student Decision (Y), so that assumptions linearity in the research model has fulfilled and analysis regression can to be continued. Furthermore linearity test was performed on the variables others, namely Quality Service (X2) on Student Decisions (Y).

Table 1. Results of Linearity Test Between Variables Quality Service (x2) with Student Decision (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Student Decision * Quality Service	Between Groups	(Combined)	21996.599	58	379,252	1,322	.120
		Linearity	8829.629	1	8829.629	30,778	.000
		Deviation from Linearity	13166.970	57	230,999	.805	.807
		Within Groups	24097.681	84	286,877		
		Total	46094.280	142			

Based on the results of the linearity test in Table 4.13, can concluded that connection between variables Quality Service (X2) with Student Decision (Y) is linear. This is can seen from mark significance in part *Deviation from Linearity* of 0.807. Because the value significance the more big from 0.05 (0.807 > 0.05), then No there is deviation significant linearity between variables X2 and Y. In addition, in the Linearity section, it is obtained mark significance of 0.000, which is more small of 0.05 (0.000 < 0.05). This result show that linear relationship between variables Quality Service (X2) and Student Decision (Y) are significant in a way statistics (Brilliantia et al., 2022).

With thus, it can concluded that there is a linear relationship between variables Quality Service (X2) with Student Decision (Y), so that assumptions linearity in the research model has fulfilled and analysis regression can to be continued.

Multicollinearity Test

Multicollinearity test done For ensure that between variables free in the regression model No happen high correlation. Good regression model demand No existence multicollinearity so that each variable free can give independent contribution. testing multicollinearity can seen through mark *Tolerance* and *Variance Inflation Factor* (VIF), with criteria : *Tolerance* < 0.10 or VIF > 10 indicates existence multicollinearity, whereas *Tolerance* > 0.10 and VIF < 10 indicate No happen multicollinearity.

Table 2. Multicollinearity Test Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3,781	6,366		-.594	.554		
	Digital Marketing	.572	.061	.559	9,351	.000	.993	1,007
	Quality Service	.491	.061	.484	8,085	.000	.993	1,007
a. Dependent Variable: Student Decision								

Based on the results of the multicollinearity test in Table 4.14, it is known that variables *Digital Marketing* (X1) has Tolerance value of 0.993 and VIF of 1.007, while variables Quality Service (X2) also has Tolerance value of 0.993 and VIF of 1.007. The Tolerance value for both variables more big than 0.10 (0.993 > 0.10) and the VIF value is more small of 10 (1.007 < 10). With thus, it can concluded that No happen symptom multicollinearity between variables independent in the regression model.

Therefore that, regression model in study This has fulfil assumptions multicollinearity, so that variables *Digital Marketing* (X1) and Quality Service (X2) can used in a way together For explain Student Decision variable (Y). This result show that No there is very strong relationship intervariable independent that can bother accuracy regression model estimation.

Heteroscedasticity Test

Heteroscedasticity test done for know whether in the regression model happen inequality variance from the residuals on each observation. A good regression model is a model that is not experience heteroscedasticity testing heteroscedasticity in study This done using the Glejser test with see mark significance of each variable independent. If mark significance > 0.05 then can concluded that the regression model No experience symptom heteroscedasticity. Based on the results of the heteroscedasticity test in Table 4.15 using method Glejser, known that variables *Digital Marketing* (X1) has mark significance of 0.526, while variables Quality Service (X2) has mark significance of 0.263. Second mark significance the more big from level significance of 0.05 (0.526 > 0.05 and 0.263 > 0.05). With thus, it can concluded that No happen symptom heteroscedasticity in the regression model. This show that residual variance is constant or homogeneous in each level prediction variables independent, so the regression model has fulfil assumptions homoscedasticity.

Therefore that, regression model in study This worthy used For analysis more continue, because No there is problem heteroscedasticity that can influence accuracy results estimation and testing hypothesis. With fulfillment assumptions This is the regression model used can give results more analysis reliable and valid.

Multiple Linear Analysis

Analysis multiple linear regression used for test to what extent the variables free (independent) simultaneous and partial influence variables bound (dependent). Through method This can known size contribution *Digital Marketing* and Quality Service on Student Decisions. Equation Model regression used in study This is as following :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Based on results data processing using the SPSS program, obtained equality multiple linear regression with coefficient as following :

Table 3. Multiple Linear Test Results

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,781	6,366		-.594	.554
	Digital Marketing	.572	.061	.559	9,351	.000
	Quality Service	.491	.061	.484	8,085	.000
a. Dependent Variable: Student Decision						

Based on the results shown in the Coefficients Table, the equation multiple linear regression obtained is as following:

Y=-3.781 + 0.572X_1 + 0.491X_2 + e

As for the explanation from equality the is :

1. Constant (α)

Constant value amounting to -3,781 can interpreted that if variables *Digital Marketing* (X1) and Quality Service (X2) is worth zero or No give contribution, then Student Decision value (Y) is -3.781. Constant value This show mark basis for student decisions when all over variables independent considered No influential.

2. *Digital Marketing* (X1)

Coefficient regression For *Digital Marketing* (X1) is 0.572 with sign positive. This is show that *Digital Marketing* (X1) has influence positive towards Student Decision (Y). With Thus, every improvement One units in *Digital Marketing* (X1) will increase Student Decision value (Y) is 0.572, with assumptions other variables are considered constant.

3. Quality Service (X2)

Coefficient regression For Quality Service (X2) is 0.491 and is marked positive. This is show that Quality Service (X2) has influence positive towards Student Decision (Y). This means that each improvement One units on Quality Service (X2) will increase Student Decision value (Y) is 0.491, with assumptions other variables remain constant constant.

Based on mark significance, variables *Digital Marketing* (X1) has Sig. value of 0.000 and the variable Quality Service (X2) also has Sig. value of 0.000. This value more small of 0.05 (0.000 < 0.05), so show that second variables influential significant towards Student Decision (Y). With thus, it can concluded that *Digital Marketing* (X1) and Quality Service (X2) is the same own influence positive and significant on Student Decisions (Y) in the regression model used. The more Good *Digital Marketing* and Quality The services provided, then the more the level of Student Decision is also high.

Hypothesis Testing

Hypothesis Testing In a way Partial

Partial test or t test is used For know to what extent each variables free give significant influence to variables bound. In research this, testing done to hypothesis which states existence influence *Digital Marketing* and Quality Service towards Student Decisions.

1. If the value $t_{count} > t_{table}$ and value significance (Sig.) < α = 0.05, then variables independent influential significant to variables dependent.
2. If the value $t_{count} < t_{table}$ and value significance (Sig.) > α = 0.05, then variables independent No influential significant to variables dependent.

As for *the* calculation an mark t_table determined with formula df = n – k, where n is amount sample and k is amount variables. With n = 143 and k = 3, then obtained df = 143 – 3 = 140. At level 5% significance was obtained t_table of 1.656. The results of the t-test analysis in the study This processed using the SPSS 22 program as following.

Table 5. Partial Test Results (t-Test)

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,781	6,366		-.594	.554
	Digital Marketing	.572	.061	.559	9,351	.000
	Quality Service	.491	.061	.484	8,085	.000
a. Dependent Variable: Student Decision						

Based on results analysis multiple linear regression through the SPSS 22 program, obtained mark t_{count} and significance (Sig.) for each variable independent as following :

1. Influence *Digital Marketing* (X1) on Student Decisions (Y). The t-test results show that variables *Digital Marketing* (X1) earned mark *thitung* amounting to 9,351 with level significance of 0.000. Because the value $t_{count} > t_{table}$ (9.351 > 1.656) and the Sig value. < 0.05 (0.000 < 0.05), then can concluded that H1 is accepted. This is means there is significant influence between *Digital Marketing* (X1) on Student Decisions (Y). Direction of Influence nature positive, which is indicated by the value coefficient regression of 0.572 and the value t_{count} is positive. With thus, the more Good implementation *Digital Marketing,* then the Student's Decision will the more increase.
2. Influence Quality Service (X2) on Student Decisions (Y) The results of the t-test show that variables Quality Service (X2) obtained mark t_hitung amounting to 8,085 with level significance of 0.000. Because the value $t_{count} > t_{table}$ (8.085 > 1.656) and the Sig. value < 0.05 (0.000 < 0.05), then can concluded that H2 is accepted. This is means there is significant influence between Quality Service (X2) on Student Decisions (Y). Direction of influence nature positive, as indicated by the value coefficient regression of 0.491 and the value t_{count} is positive. With thus, the more Good Quality The services provided, then the more Student Decisions are also high. Based on partial test results (t-test), can concluded that *Digital Marketing* (X1) and Quality Service (X2) in general partial influential positive and significant towards Student Decision (Y). Therefore Therefore, H1 and H2 are

accepted, so second variables independent the proven own contribution in improve Student Decisions.

Hypothesis Testing In a way Simultan

F test or simultaneous test done For know whether all over variables independent used in the regression model, namely *Digital Marketing* (X1) and Quality Service (X2), in general together influential significant to variables dependent, namely Student Decision (Y). With Thus, this test used For test Hypothesis 3.

As for the criteria taking decision in the F test is as following :

1. If the value $F_{count} > F_{table}$ and value significance (Sig.) < α = 0.05, then all over variables independent in a way simultaneous influential significant to variables dependent.
2. If the value $F_{count} < F_{table}$ and value significance (Sig.) > α = 0.05, then all over variables independent in a way simultaneous No influential significant to variables dependent.

For determine mark F_{table} used formula df1 = k – 1 and df2 = n – k, with k = number variables and n = number sample. In research this k = 3 (2 variables independent + 1 variable dependent) and n = 143, so obtained df1 = 2 and df2 = 140. At level 5% significance was obtained mark F_{table} of 3.06.

Table 5. Simultaneous Test Results (f Test)

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23156.625	2	11578.312	70,668	.000 [b]
	Residual	22937.655	140	163,840		
	Total	46094.280	142			

a. Dependent Variable: Student Decision

b. Predictors: (Constant), Quality Services, *Digital Marketing*

Based on results Simultaneous Test analysis (F Test) in Table 4.18, obtained mark F_{count} amounting to 70,668 with level significance (Sig.) of 0.000. Because the Sig. value < 0.05 (0.000 < 0.05) and the value $F_{count} > F_{table}$ (70.668 > 3.06), then can concluded that H3 is accepted.
This matter show that variables *Digital Marketing* (X1) and Quality Service (X2) in general simultaneous together influential significant on Student Decisions (Y). In other words, the changes that occur in *Digital Marketing* and Quality Service in a way together will influence Student Decision Level (Gani & Faroque, 2021). With Thus, the regression model used in study This assessed worthy For explain connection between variables independent and variable dependent (Tresnawati & Prasetyo, 2022). These results also show that *Digital Marketing* and Quality Service own significant contribution in improve Student Decisions, so that hypothesis which states existence influence simultaneous second variables the towards Student Decisions can accepted

Based on results Testing Coefficient Determination (R^2) in Table 4.19, obtained The R Square value is 0.502 or 50.2% (Hadi & Zakiah, 2021). This is show that variables *Digital Marketing* (X1) and Quality Service (X2) in general together capable explain variation in the Student Decision variable (Y) was 50.2% (Warokka et al., 2020).

Temporary that, the rest 49.8 % (100% - 50.2%) is explained by other variables outside the research model that are not investigated in study this. Variables the can in the form of other factors that also influence student decisions, such as cost education, location school, facilities school, promotion, influence family, as well as factor others. In addition, the R value of 0.709 indicates that connection between variables *Digital Marketing* (X1) and Quality Service (X2) with Student Decision (Y) is in the category strong (Adam et al., 2022). Meanwhile The Adjusted R Square value of 0.495 indicates that after customized with amount variables independent used, the model is still capable explain Student Decision Variation by 49.5% (Mat Salleh Ayub et al., 2023).

With thus, it can concluded that *Digital Marketing* (X1) and Quality Service (X2) has sufficient ability strong in explain Student Decision (Y), with contribution influence amounting to 50.2%, while the remaining 49.8% influenced by other factors outside the research model

Discussion

This research aim for know influence *Digital Marketing* (X_1) and Quality Service (X_2) on Student Decisions (Y) of respondents research that has been determined. Samples in study This totaling 143 respondents. Variables in study This consists of on two variables independent, namely *Digital Marketing* (X_1) and quality Service (X_2), as well as One variables dependent namely Student Decision (Y). Data collection was carried out through distribution previous questionnaire has tested its validity and reliability in the trial group outside sample research. Based on validity test results, all statement items on the variables *Digital Marketing,* Quality Services and Student Decisions declared valid. In addition, the results of the reliability test show that all instrument study fulfil criteria reliable, so that worthy used For data collection in research main.

Influence *Digital Marketing* Regarding Student Decisions

Based on results research that has been done, obtained that variables *Digital Marketing* (X1) has influence positive and significant towards Student Decision (Y) in choosing Jambi Medan Private Vocational School. Analysis results multiple linear regression show that variables *Digital Marketing* own mark coefficient regression of 0.572 with direction positive. This is show that every improvement One units in *Digital Marketing* will improving student decisions of 0.572, with assumptions other variables remain constant constant.

Furthermore, based on partial test results (t-test) were obtained mark t_{count} amounting to 9,351 with level significance of 0.000. This value show that t_{count} more big from t_{table} (9.351 > 1.656) and the value significance more small of 0.05 (0.000 < 0.05). With thus, it can concluded that *Digital Marketing* influential positive and significant on Student Decisions. Research results This support hypothesis research that states that *Digital Marketing* (X1) has an influence positive and significant to decision student class X in choose Jambi Medan Private Vocational School (Y).

Based on results testing that has been is done, the hypothesis H1 is accepted. This means that the more Good implementation *Digital Marketing* carried out by schools, then the more high decision student for choose Jambi Medan Private Vocational School as place continue education. Research result this is also in line with the theory put forward by Chaffey and Ellis-Chadwick (2019), which states that *Digital Marketing* is utilization digital technology and online media for reach objective marketing through effective communication with consumers. In the context of education, *digital marketing* allows school convey information regarding educational programs, facilities, achievements school, activities students, as well as various superiority other in a way fast

and wide to candidate students. Easy information accessible through digital media can influence perception and consideration candidate student in determine choice school (Santosa et al., 2021).

In addition, the results study This is also supported by the theory put forward by Kotler and Keller (2016) which explains that decision consumer is a selection process something alternatives that are influenced by various factors information received consumer before do decision purchase or election. In the context of study this, students act as consumer service education that will take decision based on the information they get. The more complete, interesting and reliable information conveyed through digital media, then the more big possibility student for choose school the.

Research result this is also in line with research conducted by Sari and Rahmayati (2025) which stated that *Digital Marketing* influential positive and significant to interest candidate student through formation image school. The research confirm that the more good *Digital Marketing* strategy is implemented, then the more high decision student For register on a institution education. Digital media that is capable of serve information in a way fast, attractive, and reliable can build perception positive to school so that increase interests and decisions student.

In a way empirical, results study This variables *Digital Marketing* (X_1) earned the average value is 3.49 which is in the Good category, while Student Decision variable (Y) obtained The average value was 3.72, which is also in the Good category. These results show that respondents give evaluation positive to activity digital marketing is carried out school and assess that information conveyed through digital media is able help they in determine choice school (Paendong et al., 2023).

Findings study This indicates that *Digital Marketing* own role important in influence decision students. Information about distributed schools through social media, *websites,* and various digital platforms are able to give convenience for candidate student in get required information before determine choice school. However however, still there is a number of aspect *Digital Marketing* is assessed less than optimal by respondents. This is seen from a number of indicators that obtain Not Good category, which indicates that school website visibility on search engines search, delivery information about partnership school with the business world and the industrial world, as well as utilization of digital communication media direct to candidate student Still need improved. In addition, there are a number of indicators that obtain category Good enough, which indicates that effectiveness online advertising and activities promotion through Work The same with the other party has not fully capable reach or interesting attention all over candidate studet.

Although thus, in a way overall *Digital Marketing* still get evaluation in Good category. This is show that the digital marketing strategy implemented school has capable give relevant information, improve awareness candidate student to existence school, and build interest For Choosing a Private Vocational School in Jambi Medan. Convenience access information through digital media allows candidate student get a clearer picture clear regarding educational programs, facilities, activities schools, and various advantages possessed school

Influence Quality Service Regarding Student Decisions

Based on results research that has been done, obtained that variables Quality Service (X2) has influence positive and significant towards Student Decision (Y) in choosing Jambi Medan Private Vocational School. Analysis results multiple linear regression show that variables Quality Service own mark coefficient regression of 0.491 with direction positive. This is show that every

improvement One units on Quality Service will improving student decisions of 0.491, with assumptions other variables are considered constant.

Furthermore, based on partial test results (t-test) were obtained mark t_{count} amounting to 8,085 with level significance of 0.000. This value show that t_{count} more big from t_{table} (8.085 > 1.656) and value significance more small of 0.05 (0.000 < 0.05). With thus, it can concluded that Quality Service influential positive and significant on Student Decisions. Research results This support hypothesis research that states that Quality Service (X2) has an effect positive and significant to decision student class X in choose Jambi Medan Private Vocational School (Y).

Based on results testing that has been is done, then H2 is accepted. This means that the more Good quality services provided by the school, then the more high decision student for choose Jambi Medan Private Vocational School as place continue education.

Research result This in line with theory put forward by Parasuraman, Zeithaml, and Berry (1988) in Benny Agus Setiono & Putra, (2025) , who stated that quality service is level superiority capable service fulfil or even beyond hope Customers. Quality service measured through a number of dimensions, namely proof physique *(tangibles*), reliability, power responsiveness, assurance, and empathy. In *the* context *of* education, services provided by schools covers convenience get information, friendliness power educators and staff administration, speed service, comfort environment school, and ability school in fulfil need students and parents.

In addition, the results study This is also supported by the theory put forward by Kotler and Keller (2016) which explains that decision consumer is a selection process something alternative based on information and evaluation to various available options. In choosing school, students will consider various perceived aspects during interact with party school. Good service will create a sense of comfort, trust and confidence that school capable fulfil need education they, so that push formation decision For choose school the (Mukhlis et al., 2023).

Research result this is also in line with research conducted by Rika and Riadi (Kotler et al., 2017) which stated that quality service influential positive and significant to decision candidate student in choose school. The research explain that good service can increase trust as well as strengthen image school in the eyes community. Schools that are capable give service quality will more easy get trust and interest from candidate student so that impact on increasing decision for choose school the.

In a way empirical, variable Quality Service (X_2) obtains the average value is 3.50 which is in the Good category, while Student Decision variable (Y) obtained The average value was 3.72, which is also in the Good category. These results show that respondents give evaluation positive to quality services provided school and assess that good service capable increase belief they in determine choice school.

Study This indicates that quality service own role important in influence decision students. Good service will give impression positive to candidate students and parents so that can increase trust to school. However however, still there is a number of aspect assessed service less than optimal by respondents. This is seen from a number of indicators that obtain Not Good category, which indicates that consistency school in give service in accordance as promised, speed in help need information, as well as attitude friendly and caring party school to student Still need get attention and improvement. In addition, there are One indicators that obtain category Good enough, which shows that facility school assessed Enough adequate, but Still there is a number of necessary aspects improved so that it can give greater comfort and satisfaction Good for student.

Although thus, in a way overall variables Quality Service get evaluation in Good category. This is show that services provided by the school has capable fulfil hope part big respondents. Good service No only related with provision facilities, but also includes ability school in give clear information, fast response, and attention to need students. Conditions the be one of factors that can push candidate student For choose school.

Influence *Digital Marketing* and Quality Service Regarding Student Decisions

Based on results research that has been done, obtained that variables *Digital Marketing* (X1) and Quality Service (X2) in general together own influence towards Student Decision (Y) in choosing Jambi Medan Private Vocational School. The results of the simultaneous test (F test) show mark F_{count} amounting to 70,668 with level significance of 0.000. This value show that F_{count} more big from F_{table} (70.668 > 3.06) and the value significance more small of 0.05 (0.000 < 0.05). With Thus, *Digital Marketing* and Quality Service in a way simultaneous influential positive and significant towards Student Decisions.

In addition, based on results coefficient determination (R^2) was obtained R *Square* value of 0.502 or 50.2%. This is show that *Digital Marketing* and Quality Service in a way together capable explain Student Decision Variation by 50.2%, while the rest 49.8 % is influenced by other factors outside the research model that are not researched. Research results This support hypothesis research that states that *Digital Marketing* (X1) and Quality Service (X2) in general simultaneous influential positive and significant to decision student class X in choose Jambi Medan Private Vocational School (Y). Based on results testing that has been is done, then H3 is accepted. This means that the more Good implementation *Digital Marketing* and more tall quality services provided school, then the more high decision student for choose Jambi Medan Private Vocational School as place continue education.

Research result This in line with Behavioral Theory Consumer *Behavior Theory,* put forward by *Kanchan* (2026), which explains that decision consumer influenced by various internal and external factors external factors that shape the decision-making process decision. In the context of education, decisions student For choose school No only influenced by one factor only, but is results evaluation from various information and experience received students. *Digital Marketing* play a role in provide information, building awareness, and create perception positive to school, while Quality Service play a role in build trust, satisfaction, and confidence student to quality services provided school.

According to theory said, consumers will tend choose something product or service if information received in accordance with needs and supported by experience satisfactory service. Therefore that, combination between effective digital *marketing* strategies and quality Good service will strengthen the decision-making process decision student in choose school.

In a way empirical, variable *Digital Marketing* (X_1) earned average value of 3.49 with Good category, variable Quality Service (X_2) obtains average value of 3.50 with Good category, and the Student Decision variable (Y) obtained average value of 3.72 with Good category. The results show that respondents own positive perception to activity digital marketing and quality services provided school, which in the end participate influence decision they in choose school (Anita et al., 2025).

Study show that *Digital Marketing* and Quality Service each other support in form decision students. *Digital Marketing* play a role in give easy information accessible about profile schools, educational programs, facilities, and various advantages possessed school. Meanwhile that, Quality Service play a role in build trust and confidence candidate student through services provided during

the search process information until registration. When the information received through digital media supported by good service, then candidate student will own more confidence strong for choose school the.

Although Student Decision Variables in a way overall is in the Good category, still there is a number of indicators that obtain category Good enough. This is show that part respondents Still own consideration certain related comfort environment school For Study as well as cost practice or need Study before take decision choose school. Findings This indicates that besides factor *Digital Marketing* and Quality Service, aspects environment study and costs education also becomes sufficient consideration important in the process of taking decision student.

However Thus, the dominance indicators that are in the Good category show that majority respondents has own strong belief in Choosing a Private Vocational School in Jambi Medan. Conditions This indicates that information obtained through activity *Digital Marketing* and experience services received capable form perception positive to school so that push student For take decision choose school the (Teguh & Ciawati, 2020).

CONCLUSION

Based on results research and discussion about The Influence of Digital Marketing and Quality Service towards Student Decisions in choose Jambi Medan Private Vocational School, then can withdrawn conclusion as following: Digital Marketing is influential positive and significant towards Student Decisions in choosing Jambi Medan Private Vocational School. The more Good implementation of digital marketing carried out by schools through various digital media, then the more high tendency student For Choosing a Private Vocational School in Jambi Medan. Easy information accessible, interesting, and reliable capable increase interest as well as belief student in determine choice school. Quality Service influential positive and significant towards Student Decisions in Choose Jambi Medan Private Vocational School. Good service, responsive, friendly, and capable. fulfil need student and parents give positive experience so that push student for choose school said. The more Good quality the services provided, the more high decision student for continue education at Jambi Medan Private Vocational School. Digital Marketing and Quality Service in a way together influential positive and significant towards Student Decisions in Choosing a Private Vocational School in Jambi Medan. Student Decision No only influenced by the information obtained through digital media, but also by quality perceived service during interact with party school. Combination between effective Digital Marketing strategies and quality good service capable increase trust, interest, and belief student in determine choice school. With Thus, Digital Marketing and Quality Service is factor important things that need to be done Keep going enhanced by Jambi Medan Private Vocational School for interesting interest and increase decision student in choose school.

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