

ABSTRACT

This study aims to determine the influence of factors of curriculum, quality of teaching, language, school facilities, cleanliness, and teachers for parents' decisions on the selection of preschool. The population in this study are 106 parents of students in Ivy Preschool Surabaya. Meanwhile, the sample used amounted to 51 respondents with a sampling method of simple random sampling.

Based on the results of the analysis using multiple linear regression method, it has been made known that the factors of curriculum, quality of teaching, languages, cleanliness, and teachers significantly influence parents' decision making in the selection of preschool. While school facilities factor does not significantly influence parents' decision making in the selection of preschool.

Keywords: curriculum, quality of teaching, language, school facilities, cleanliness, teachers and parents' decisions on the selection of preschool.

