



## ***Influence Management of Location, School Quality, and Promotion on Students' Decisions in Continuing Levels at SMK Mataram Semarang***

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### **ABSTRACT**

*This study aims to determine the effect of location, school quality, and promotion on student decisions. The population in this study were all 10th grade students of SMK Mataram Semarang from 4 majors, namely culinary, fashion, hospitality, and automotive. Of the 220 students, the researchers required 146 students as a sample using the solvency formula. The results of this study can be concluded that: Location has no significant positive effect on student decisions, school quality has a significant positive effect on student decisions, and Promotion has a significant positive effect on student decisions.*



## **INTRODUCTION**

The activities of vocational educational institutions start from junior high schools in the form of educational institutions, and students will choose to continue on to senior high schools or vocational schools after graduation. In vocational education institutions, the consumers are students of class IX of junior high school, who will consider continuing to senior high school/vocational school after graduating from junior high school. If students choose to enter high school, of course they can go on to tertiary education, and if students continue on to the SMK level, students can immediately work in their fields (Setiawan, 2020). (Kotler, 2009) note that the government sector, including courts, employment services, hospitals, lending institutions, military services, police and fire services, postal services, regulatory agencies, and schools, are service businesses.

Vocational high school is one of the secondary education levels aimed at preparing graduates to enter the world of work. Referring to Article 20, Article 3 of the 2003 National Education System Law concerning the goals of national education and the interpretation of Article 15 which states that vocational education is secondary education, especially to train students to work in certain fields. According to (Rawis, 2008) the decision-making process has two sources, namely the organization as a party that influences individual decisions. Understanding decision-making behavior plays a key role in providing an overview of the problems faced and what is expected from the decisions that have been made.

Vocational education is that part of the education system that makes a person more competent for one set of jobs or one field of work than another. Understanding that every field of study is vocational education as long as it is studied in more depth, this depth is intended as a condition for entering the world of work. According to (Kelvin, 2018) for the world of education in Indonesia, globalization does not only have a domestic dimension but also a global dimension. Domestically, globalization presents positive opportunities and challenges for all tertiary institutions, especially in terms of improving quality and competitiveness. In the current era of globalization, the number of industrial jobs is very small, while the number of unemployed human resources (HR) is still relatively high. With SMK, more jobs can be opened.

If a student chooses an A-accredited SMK such as SMKN 1, SMKN 5, SMKN 6, SMK Theresiana, and SMK Nusaputra, parents and students will feel that there are tests and a minimum average at that school. registration time.

Expensive and the location is not strategic / far from where you live. However, students choose C-accredited SMKs such as Veteran Vocational School, Antonius Vocational School and Purnama 1 Vocational School, so students are worried whether these schools can provide good learning and school quality, so Mataram starts from there. SMK with 4 specializations namely Culinary, Fashion, Hospitality and Automotive with different strengths and SMK Mataram has received B accreditation, with a strategic location and affordable costs.

**Management Location**

According to (DS & Prabawani, 2009), (Tielung & Farli, 2015);(Sinambow & Trang, 2015); (Clarantika, 2021)location is a cost and revenue driver, so location often has the power to shape a company's business strategy. The strategic location is designed to maximize the benefits of the company's new location. Location includes the company's activities to bring the product to the target market. In the insurance industry, this element actually does not have much influence on purchasing decisions, because the operational and transaction processes do not require a special place. In (Tiris Sudrartono, 2019) it is stated that competitiveness is related to the effectiveness of an organization in a competitive market compared to other organizations that offer the same or similar products or services.

**School Quality**

According to (Clarantika, 2021) a country's education plays an important role in nation building. Education is the learning of knowledge, skills and habits passed down from generation to generation by a group of people through teaching, training or research. According to Article 2 of Law no. 20 of 2003, "The function of national education is to develop capabilities, form a dignified character and national civilization to educate the nation's life, aims to develop the potential of students to become human beings who believe and have faith. have faith, fear God Almighty, have noble character, have good character, be knowledgeable, capable, creative, independent, be a democratic and responsible citizen".

**Management Promotion**

According to (Alma, B., & Hurriyati, 2008);(Leba, 2015) promotion is a form of marketing communication, referred to as a marketing campaign, which aims to disseminate information, influence/persuade and/or alert a company and its products to a target market that is willing to accept. , buy and stick to what the company has to offer. To promote, describe and inform about the educational services offered. Promotional metrics according to (Kotler, 2009) include: (1) promotion reach (2) quantity of advertisements served in promotional media (3) quality of messages in advertisements in promotional media. According to (Luthfika Dhevi, 2018) and (Hasibuan, 2012), it can be concluded that management is the activity of managing people or other resources that are goal-oriented. Service marketing is a business activity, whether it is non-profit or non-profit, of course it cannot be separated from marketing activities, because marketing is an important management function in communicating products and services to the public.

This study aims to determine variable of the effect of location, variable school quality, and variable promotion on student decisions.

**Conceptual Framework**

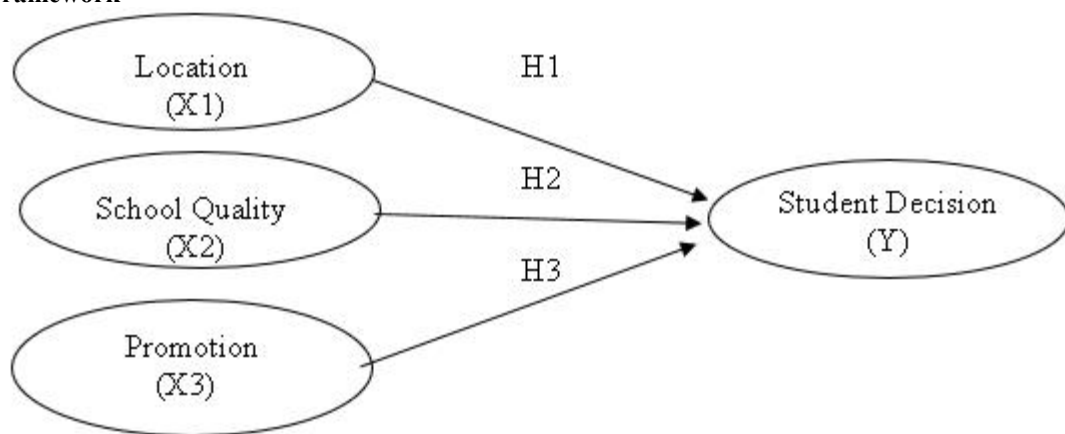


Figure 1. Conceptual Framework

Linkage to higher education will greatly influence SMP students' interest in choosing a vocational school, as well as the location and quality of these schools.

H1. The location of the SMK school influences the decision of SMP students to choose a SMK.

- H2 The quality of SMK schools influences the decision of SMP students to choose SMK  
 H3. Vocational school promotions affect the decision of junior high school students to choose a vocational school.

## RESEARCH METHODS

The subject of this research was conducted at SMK Mataram Semarang JL.MT.Haryono No 403-405 Semarang. The population is the entire unit of analysis which is the object of research.(Gulo, 2015) and (Arikunto, 2019) argue that population is the sum of all research objects or groups of subjects, including humans, symptoms, values, objects to events which are the source of research data. The population of this study were 220 students who decided to continue their studies at SMK Mataram Semarang.

Sample: A subset or theme of the population.(Gulo, 2015) while (Arikunto, 2019) stated that the sample is partial or representative population studies. Therefore, the sample size for this study was 146 students.

### Sampling Technique

The sampling technique used purposive sampling method with the criteria that is from students who occupy class 10.

Sample data to be applied to the population with wrong and right probabilities expressed as a percentage. If the probability of error is 5%, then the confidence level is 95%; if the probability of error is 1%, then the confidence level is 99%. The probability of error and this level of confidence is called the level of significance

The data analysis technique used is validity test, reliability test and multiple linear regression with the regression equation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \quad (1)$$

Information :

Y = Student Decision

$\alpha$ : Constant/ Intercept

X1 = Location

X2 = School Quality

X3 = Promotion

### Validity test

Statistical test to test the ability of research instruments (such as questionnaires) to measure a variable. (Ghozali, 2013) If  $r \text{ count} \geq r \text{ table}$  (2-tailed test with sig. 0.05) then the instrument or question items have a significant correlation with the total score (declared valid).

**Table 1. Validity Test**

Variabel	Number	r hitung value	r tabel value	Information
Location (X1)	1	0,456	0,1367	Valid
	2	0,372	0,1367	Valid
	3	0,569	0,1367	Valid
School Quality (X2)	1	0,533	0,1367	Valid
	2	0,482	0,1367	Valid
	3	0,624	0,1367	Valid
	4	0,501	0,1367	Valid
Promotion (X3)	1	0,289	0,1367	Valid
	2	0,458	0,1367	Valid
	3	0,632	0,1367	Valid
Student Decision (Y)	1	0,746	0,1367	Valid
	2	0,810	0,1367	Valid
	3	0,756	0,1367	Valid

Source: processed data (2023)

Based on the table above, it can be compared that the total r count of indicators or question items from the variables Location (X1), School Quality (X2), School Promotion (X3) on Student Decisions (Y) is greater than r table ( $r \text{ table} > 0.1367$ ), so that it can be said that all instrument data are valid to be included in further analysis.

**Reliability Test**

If Cronbach alpha > 0.90 then the reliability is perfect. If the alpha is between 0.70 – 0.90 then the reliability is high. If Cronbach alpha 0.50 - 0.70 then the reliability is moderate. If Cronbach alpha <0.50 then low reliability. If Cronbach's alpha is low, it is likely that one or more items are not reliable (Ghozali, 2013)

**Table 2 Reliability Test**

Variabel	Alpha Cronbanch Value	Alpha Cronbanch Standart	Information
Location (X1)	0,860	0,70	Realiabel
School Quality (X2)	0,924	0,70	Realiabel
Promotion (X3)	0,904	0,70	Realiabel
Student Decision(Y)	0,904	0,70	Realiabel

Source: processed data (2023)

From the data table above it can be concluded that all items in the variables Location, School Quality, Promotion and Student Decisions are stated to be reliable/reliable and trustworthy. This is because the cronbanch alpha value for each variable is greater than the standard cronbanch alpha value ( $\alpha > 0.70$ ) (Ghozali, 2013). So that all the attributes of this study are said to be reliable and can be continued for the hypothesis testing stage.

**Multiple linear regression analysis**

$$Y = 0,123 X1 + 0,343 X2 + 0,306 X3 \tag{2}$$

**Table 3 Calculation of Regression Constants and Coefficients**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.554	.801		1.941	.054
1 Location	.126	.091	.123	1.390	.167
School Quality	.252	.068	.343	3.705	.000
Promotion	.317	.087	.306	3.659	.000

a. Dependent Variable: Student Decision

**Test Model (F test)**

**Table 4 F Test Calculation**

Model	ANOVA <sup>a</sup>					
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	201.259	3	67.086	41.468	.000 <sup>b</sup>
	Residual	229.728	142	1.618		
	Total	430.986	145			

a. Dependent Variable: Student Decision

b. Predictors: (Constant), location, quality school, promotion

Source: processed data (2023)

If Sig <0.05 then it can be said that the model is in a state of Goodness of Fit achieved

### Test the coefficient of determination ( $R^2$ )

The value of the coefficient of determination is between 0 and 1. If the value is close to 1, it means that the independent variable provides almost all the information needed to predict the dependent variable. If the value of  $R^2$  gets smaller, it means that the ability of the independent variables to explain the dependent variable is quite limited (Ghozali, 2013). The  $R^2$  value of 45.6% means that the independent variable is able to explain its effect on the dependent variable by 45.6%, while the remaining 44.4% is explained by other variables not included in this study.

**Table 5 Determination Coefficient Test ( $R^2$ )**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 <sup>a</sup>	.467	.456	1.27193

a.predictors (constant location, quality school, promotion )

Source: processed data (2023)

### Hypothesis testing

**Table 6. Hypothesis Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.554	.801		1.941	.054
	Location	.126	.091	.123	1.390	.167
	School	.252	.068	.343	3.705	.000
	Quality					
	Promotion	.317	.087	.306	3.659	.000

a. Dependent Variable: Student Decision

Source: processed data (2023)

The t value of the Location statistic is  $0.167 > 0.05$ , so it can be ascertained that the location does not affect student decisions. The t value of the School Quality statistic is  $0.00 < 0.05$ , so it can be ascertained that school quality influences student decisions. The t value of the Promotion statistic is  $0.00 < 0.05$ , so it can be ascertained that promotions affect student decisions.

## CONCLUSION

Location does not have a significant positive effect on students' decisions in continuing their level at SMK Mataram Semarang. School quality has a significant positive effect on students' decisions in continuing their education at SMK Mataram Semarang because students consider it important. Promotion has a significant positive effect on students' decisions in continuing their education at SMK Mataram Semarang because students consider it important to promote this school

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