



THE INFLUENCE OF QUALITY ON THE STUDENTS' DECISION IN CHOOSING VOCATIONAL HIGH SCHOOLS IN WEST JAKARTA

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Abstract

This research was conducted to determine the influence of quality on students' decision in choosing a Vocational High School in West Jakarta. This study compares the two schools; they are 53 State Vocational School (SMKN 53) and Telkom Vocational High School (SMK Telkom), where the two schools are the schools under the guidance of the automotive and the telecommunications industry. Samples taken from the two schools were 65 people using the simple random sampling method. Data collection was carried out by distributing questionnaires using a Likert scale 5. The analysis technique used was path analysis. Hypothesis testing techniques using structure equation model (SEM) analysis with smartPLS statistical applications. The results of the research on SMKN 53 students showed that quality had a significant effect on choosing decisions, as well as on SMK Telkom students which quality had a significant effect on choosing decisions.

Keywords: Vocational High School, quality, choosing decisions.

Abstrak

Penelitian ini dilakukan untuk mengetahui pengaruh kualitas terhadap keputusan siswa dalam memilih Sekolah Menengah Kejuruan di Jakarta Barat. Studi ini membandingkan dua sekolah; mereka adalah 53 Sekolah Menengah Kejuruan (SMKN 53) dan Sekolah Menengah Kejuruan Telkom (SMK Telkom), di mana kedua sekolah tersebut adalah sekolah-sekolah di bawah bimbingan industri otomotif dan telekomunikasi. Sampel yang diambil dari kedua sekolah adalah 65 orang menggunakan metode simple random sampling. Pengumpulan data dilakukan dengan menyebarkan kuesioner menggunakan skala likert 5. Teknik analisis yang digunakan adalah analisis jalur. Teknik pengujian hipotesis menggunakan analisis model persamaan struktural (SEM) dengan aplikasi statistik smartPLS. Hasil penelitian pada siswa SMKN 53 menunjukkan bahwa kualitas memiliki pengaruh yang signifikan terhadap keputusan keputusan, serta pada siswa SMK Telkom yang kualitas memiliki pengaruh signifikan terhadap pemilihan keputusan.

Kata kunci: Sekolah Menengah Kejuruan, kualitas, keputusan keputusan.

I. PENDAHULUAN

Based on the data from the Ministry of Education and Culture the number of students accepted in 2016/2017 from the level of State Kindergarten (TK) is 316,848 students and Private Kindergarten is 4,288,961 students, while at the level at Elementary School (SD), the State Elementary School is 22,428,159 students and the private is 3,189,919 students. For the level of Junior High School (SMP), the State Junior High School is 37,585,324 students and the private school is 2,678, 858 students. (Kemendikbud, 2017). From the results obtained by the Ministry of Education and Culture the comparison of State SMK' students are less than the Private SMK's students. In this case Private SMK must improve the quality of the students, so that private schools are seen and chosen by prospective students.

Choosing school to continue the education is not an easy thing. Many things should be considered. Quality of the school is the most important thing to be considered. Moreover, in the level of Senior High School, a stage when students are to decide what they are going to be after graduated.

II. KAJIAN TEORI

Quality is the comparison between expectations and performance against a statement about attitude (Kotler, 2013). According to Sviokla in (Lupiyoda, 2013) product quality has several indicators, they are: 1. Performance, the aspects of individual performance that can be measured which refers to the character of the core products that include brands. 2. Product diversity means each individual is measured subjectively. 3. Service capability is the service ability of a product to produce a conclusion about product quality. 4. The appropriateness of calculation errors includes the completion time of the level of accuracy that can be measured. After the quality factor then the last is the choosing decision from students.

According to (Peter and Olson, 2000) purchasing decisions are connected processes that combine knowledge to evaluate two or more alternative behaviors and choose one of them. According to Kotler and Amstrong (2008) that purchasing decisions are the process stages where consumers actually make purchases. Most schools in West Jakarta are now having completed their facilities to attract prospective students' attention to attend to their school make it difficult for students to

determine the choice of where they will go to school. The two schools that are analyzed by the researchers, both have advantages over other schools. Telkom Vocational School is a school under guidance of the Indonesian telecommunications industry and State Vocational School 53 is a State Vocational School which is fostered by a leading motorcycle automotive industry company in Indonesia. Based on this the researchers are interested in conducting a study with the title **“The Influence of Quality on the Students’ Decision In Choosing Vocational High Schools in West Jakarta.”**

Through this research the researchers intend to know how the characteristics of students in SMK Telkom and SMKN 53 and the influence of quality on choosing decisions of SMK Telkom and SMKN 53 students. The purpose of this study is to identify how the character of students at SMK Telkom and at SMKN 53 and also to analyze the influence of quality on choosing decisions.

III. METODE PENELITIAN

This research was conducted at Telkom Vocational Schools (SMK Telkom) and State Vocational School 53 (SMKN 53) from May 2018 to June 2018. The selection of research

locations is based on the achievements and excellence of both schools.

This research is quantitative descriptive type, which aims to describe and express a problem, situation, event as it is or reveal facts in depth about the quality of students’ decisions in choosing vocational schools in West Jakarta.

The measurement scale used in this study is the *Likert* scale. This scale allows respondents to express the intensity of respondents’ feeling (Najir, 2005). In this study the variables used can be presented in the table below:

Table 1
Research Variable

Variable	Indicator	Scale
Quality (X) Parasuraman, Zeithaml dan Berry, 1985	<i>Tangibles</i>	Ordinal
	<i>Reliability</i>	Ordinal
	<i>Responsiveness</i>	Ordinal
	<i>Assurance</i>	Ordinal
	<i>Empathy</i>	Ordinal
Choosing Decisions (Y)	<i>Product</i>	Ordinal

Source: Data processed by the researchers, 2018

Population and sample withdrawals are used for quantitative data collection. Population is a general area in which there are subjects or objects that have the character chosen by the researchers which then becomes a conclusion (Sugiyono, 2013). The

population of this research is the 120th grade students in SMK Telkom with a total of 120 and SMKN 53 as many as 140. Respondents are individual selected as samples. The sample is representative of the population to be studied (Arikunto, 2010). Researchers used SEM-PLS analysis with a sample from both schools.

The sampling technique used in this study is random sampling. The technique of sampling population members randomly, regardless of the kevel contained in the population (Nanang, 2012).

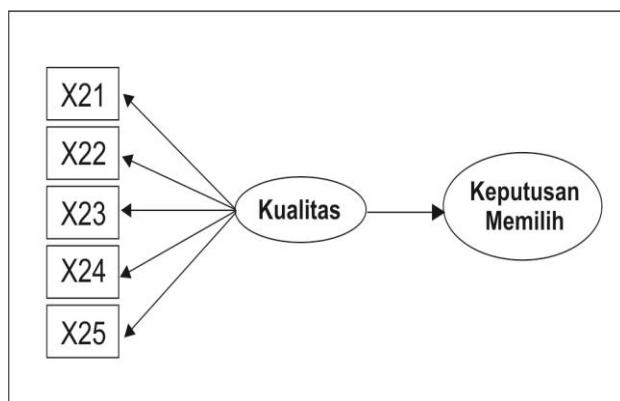


Figure1. Model SEM-PLS

Based on Figure 1, the hypothesis in this study is as follows:
There is an influence of quality on the choosing decisions at SMK Telkom and SMKN 53 students.

IV. HASIL PENELITIAN

The results of the study obtained the profile of respondent based on gender, age, and majoring in specialization taken by students. Profile of respondents can be seen in the picture below:

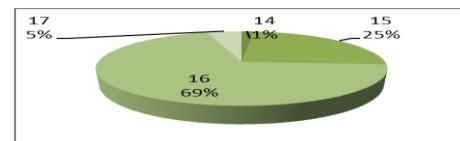


Figure2. Pie Chart of Students' Age at SMK Telkom

Based on Figure2 the age of the students at SMK Telkom is dominated by the age of 16 years old or 69%, second is the age of 15 or 25% and third at the age of 17 years or 5% and the last is 14 years old or 1%.

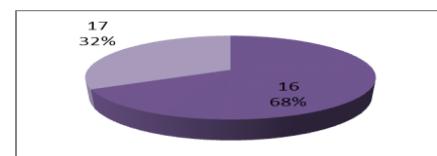


Figure3. Pie Chart of Students' Age at SMKN 53

Based on Figure3, the age of the students of SMKN 53 shows that the age of 16 years is more dominant by 68% while the age of 17 years is 32%.

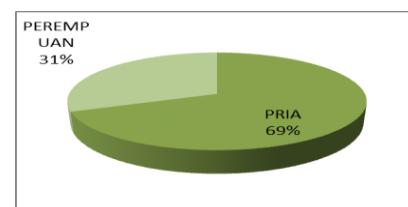


Figure4. Pie Chart of Students' Sex at SMK Telkom

Based on Figure4, the sex of SMK Telkom' students produced 69% male and 31% female.

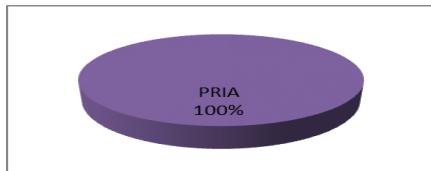


Figure5. Pie Chart of Students' Sex at SMKN 53

Based on Figure5, the results show that the sex sample in SMKN 53 was taken by all men 100%.

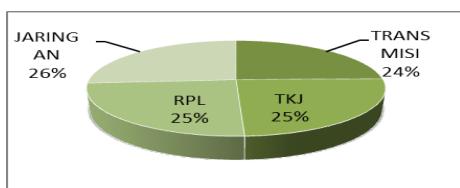


Figure6. Pie Chart of Students' Majors at SMK Telkom

The results of Figure6 show specialization majors from SMK Telkom from Network majors by 20%, RPL (Software Engineering) 25%, and Transmission 24%.

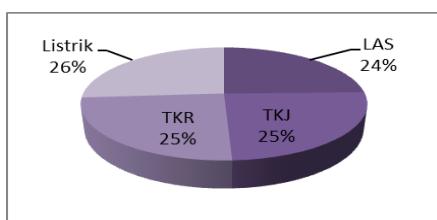


Figure7. Pie Chart of Students' Majors at SMKN 53

Based on Figure7 Students' Majors of SMKN 53, Electricity Majors is 26%, TKR majors (Light Vehicle Engineering) is 25%,

TKJ (Computer Network Engineering) is 25%, and LAS majors is 24%.

The construct validity test results are done by looking at the value of Average Variance Extracted (AVE). The construct is stated to be valid / good if the AVE of each construct value is >0.50 (Noor, 2014). The results of validity can be seen in the table below:

Table 2
Test Results of Average Variance Extracted (AVE) on the Students of SMK Telkom

Indicator	AVE
Quality	0.512
Choosing Decisions	0.544

Source: Data processed by the researchers, 2018

Based on Table 2, all indicators for each construct of student of SMK Telkom has a value >0.50 which means that all indicators are valid.

Table 3
Test Results of Average Variance Extracted (AVE) on the Students of SMKN 53

Indicator	AVE
Quality	0.547
Choosing Decisions	0.683

Source: Data processed by researchers, 2018

Based on table 3, all indicators of students of SMKN 53 with construct values >0.50 , which means the quality and choosing decisions are all valid.

The construct reliability test can be carried out with two measurement criteria,

they are *Compose Reliability* and *Cronbach Alpha* of the indicator block that measures the construct. The construct is stated to be reliable if the composite reliability value is above 0.70 (Ghozali, 2008).

Table 4
Test Result of Composite Reliability on the Students of SMK Telkom

Indicator	Composite Reliability
Quality	0.940
Choosing Decisions	0.855

Source: Data processed by the researchers, 2018

Based on table 4, it can be seen that the Composite Reliability test results of the students of SMK Telkom are above 0.70 which means that all indicators show reliable.

Table 5
Test Result of Composite Reliability on the Students of SMKN 53

Indicator	Composite Reliability
Quality	0.782
Choosing Decisions	0.811

Source: Data processed by researchers, 2018

Based on table 5 the results of the Composite Reliability test on the students of SMKN 53 above 0.70 which means the quality indicators and the choosing decisions are reliable.

Hypothesis testing is done to answer the research equation. To answer the hypothesis declared in the study, Bootstrapping

Technique was applied. Bootstrapping Technique is a random sample data recalculation technique to obtain T-statistic and original sample values by conducting path coefficients. Based on the obtained T-statistic values, it can be seen the level of significance of the influence of independent variables to the dependent variable. If the value of T-statistic >1.96 (T-Table is 5% significant), the effect is significant and vice versa, below is the table of path coefficient test results from two schools:

Table 6
Test Result of Path Coefficient with Bootstrapping Technique on the Students of SMK Telkom

Path	O	STDEV	O/STDEV	P Values
X - Y	0.486	0.147	3.299	0.001

Source: Data processed by the researchers, 2018

The results of table 6 illustrate the hypothesis testing of the students of SMK Telkom that the quality (X) has a significant effect on the choosing decisions (Y), which means that this result is the same as the researchers' hypothesis which states that there is a significant influence between the qualities and choosing decisions, so the hypothesis is accepted. These results are consistent with previous research conducted by Bayu Sutrisna (2016) showing that quality has a significant effect on the choosing decisions at Starbucks.

Table 7
Test Result of Path Coefficient with
Bootstrapping Technique on the Students of
SMKN 53

Path	O	STDEV	O/ STDEV	P VALUES
X-Y	0.517	0.099	5.199	0.000

Source: Data processed by the researchers, 2018

Based on table 7, it shows that the results of the second hypothesis testing of students at SMKN 53 explained that the quality (X) significantly influenced the choosing decisions (Y). These results are consistent with the researchers' hypothesis, that there is an influence of quality (X) on the choosing decisions of the students, and then the hypothesis is accepted. These results are consistent with previous research conducted by Edwin Setyo Adi (2016) states that quality has a positive and significant effect on purchasing decisions for INK helmets in Semarang.

V. KESIMPULAN

This study aims to measure the influence of quality on the students' decision in choosing Vocational High Schools in West Jakarta. Based on the results of the quality validity test (X) and the choosing decisions (Y), the items of instrument are declared valid for both schools, SMK Telkom and SMKN 53 which are aimed at the results of Average Variance Extracted (AVE) > 0.50 .

In the reliability test, it is seen that the *Composite Reliability* value of each school is > 0.70 , which means that the significant results obtained from the existing variables.

In the hypothesis test on the influence of quality; SMK Telkom and SMKN 53 have significant results and a positive direction between quality and decision on choosing. These results are in accordance with the researchers' estimation which states that there is a significant influence between quality and decision making, thus the hypothesis is accepted.

The decision of students to choose SMK Telkom is based on: 1. The desire of themselves without coercion from parents or other parties in determining their decisions. The distance of the school close to home is the choice of students in deciding which school to go to. Facilities and infrastructure provided by schools in supporting students learning activities. Expertise programs provided by schools are the goal of students in choosing and deciding they go to school.

The decision of students to choose SMKN 53 is based on: 1. the desire of themselves is the same as SMK Telkom without any element of coercion from any party. 2. The short distance from home is the

determining factor for students choosing SMKN 53.

Based on the results of the students' decision to choose between Private Vocational Schools in this case SMK Telkom and State Vocational School in this case SMKN 53, there are similarities between students in both schools that are a decision based on their own desires and distance from home to school. While not only that, students who choose private school vocational schools in West Jakarta also see the facilities provided by schools and the expertise programs provided by schools.

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