

# Prosiding UMP

*by* Mira Nurul

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## IMPROVING DECISION OF ELECTIONAL SCHOOL IN JEPARA

Mira Meilia Marka<sup>1)</sup>, Nurul Rizka Arumsari<sup>2)</sup>

<sup>1)</sup>*Economy and Bisnis faculty, Muria Kudus University, Gondangmanis Bae /  
[mira.meilia@umk.ac.id](mailto:mira.meilia@umk.ac.id)*

<sup>2)</sup>*Economy and Bisnis faculty, Muria Kudus University, Gondangmanis /  
[nurul.rizka@umk.ac.id](mailto:nurul.rizka@umk.ac.id)*

**ABSTRACT :** This study aims to improve the student's decision in choosing to continue their education through quality of service, facilities and sites owned by the school. This research is a qualitative research obtained through information provided by students with case study method and direct field observation. The results showed that the services provided by the administrative staff and teachers have been in accordance with the standards, but it must remain a concern for the quality of service constantly increasing. Fulfillment of school physical facilities becomes the deciding factor in choosing to continue school. The availability of supporting facilities in SMK Negeri 3 Jepara such as library, parking lot, toilets, praying room and comfortable classroom encourage prospective students to enroll in this school. The location of the school in the center of the city of Jepara became the main attraction for prospective students.

**Keywords:** Service quality, facilities, location, decision of choosing school

### Introduction

Education is a tool in improving the competence and character formation of human resources, and become one way to improve the dignity of the nation and have a generation of intelligent, faithful, noble character, healthy physical and spiritual, become citizens who can be responsible and useful for the nation and have high confidence in God (Waluyo, 2018).

Education is a foundation in improving the quality of human resources, so that education has an important role in achieving a prosperous life. Every citizen has equal opportunity to get an education. One of the factors that a person's goal in education is to improve the standard of living through decent work (Sulistyawati, et al, 2017). Nowadays people are increasingly aware of the important role of education, this has resulted in an increased level of educational quality. The students and parents become more selective in responding to the problems of education (Kurliyatin, et al, 2017) This led to the increasingly fierce competition in the world of education, one of which is the Vocational Education.

Vocational high school (SMK) is an option parents and students who expect more opportunities for a career and compete in the global era. By continuing the study in SMK, the students not only develop the science of education but also the talent and creativity they have.

SMK Negeri 3 Jepara is one school of choice for the city of Jepara. SMK Negeri 3 Jepara is located in the city center. When first established on January 1, 1974 SMK Negeri 3 Jepara named SMEA PEMDA Jepara, then on its way changed to SMEA Negeri Jepara before finally becoming SMK Negeri 3 Jepara. Number of students of SMK Negeri 3 Jepara in 2017 reached 1334 people, while in the previous year of 2016 is 1416

There are several factors that influence students' decisions in choosing a school for continuing education, one such factor is the facilities. According Saidani Basrah and Samsul Arifin (2012) facility is everything in the form of objects and money that can facilitate the implementation of a particular business. Facilities become a tool of support in improving consumer convenience, this is the form of perception that is owned by prospective learners to choose a school.

Another contributing factor is the quality of service provided. Zulkarnain, W, and Sumarsono (2014) states that excellent service in an educational context is a service provided to students who meet or exceed the eight national education standards that content, process, competence of graduates, teachers and education personnel, facilities and infrastructure, management, financing and valuation. Quality of service can be perceived positively If the services received by consumers the same as expected or even more. It is the driving force in educational institutions to constantly improve the quality of services to students.

In addition to the facilities created as well as quality of service, the determining interest of learners is the location factor. The proximity of the school with public facilities and easy transportation access becomes more distinct values. According to Lamb et al. (2001) site selection becomes important because:

1. The location was a deal of resources in the long term to reduce the level of flexibility of future business.



2. Location is very important in business development. The chosen place should have a good chance from the economic side so that the business continuity is maintained
3. The surrounding environment has a great influence, if it is less supportive then the location can be moved

Based on some description above, this research is conducted to know the factors that influence a person to decide choose school in continuing to Vocational High School. In this study selected variable service quality, facilities and location as the focus of research.

### Literature Review

#### Decision of choosing school

The decision of students in choosing to continue school is one form of behavioral decision in buying. According to Setiadi (2010) the buying process behavior is an individual activity that is directly involved in the exchange of money with goods and services and in the decision-making stage that determines the activity.

Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration is an option, which is presented cognitively. Many factors can affect consumer behavior and decisions on the purchase of a product or service. Location, Facilities and Service Quality becomes an urgent factor in consumer decision making (Handayani, SB and M. Taufik, 2017).

Consumer purchasing decisions are influenced by several factors: cultural, social, personal, and psychological (Kotler, 2008). In the process of purchasing goods and services companies purchased by consumers in the measurement of market demand. Before deciding to buy a consumer product usually through various stages Kotler (2005).

#### Service Quality

A key element in most of the operation of the service is a service that is different from the products include personal relationships and the relationship between employees and customers (Zhang, Min et al, 2016) Quality of service becomes a means of fulfilling the needs and desires of consumers to match the expectations of consumers (Tjiptono, 2008).

Quality of service becomes a necessity that must be done so that the company can survive and still won the trust of customers. The level of service quality can not be judged based on the viewpoint of the organization, but should be viewed from the perspective of consumer ratings. Therefore, in formulating strategies and service programs, organizations should be oriented to the interests of customers by taking into account the quality of service components (Widodo, 2016).

According Tho'in (2011) quality of service centered on efforts to meet consumer needs, consumer desires and accuracy penyampain to compensate for consumer expectations. The best service to the consumer and the quality level can be achieved consistently by improving the service and paying particular attention to the internal and external employee performance standards.

#### Facilities

Sulastiyono (2011) defines the facility is the provision of physical equipment to provide convenience to consumers in carrying out its activities, so that the needs of consumers can be fulfilled.

Facility is a tool that allows consumers to service services. Facilities that can be obtained by consumers directly covers the state of adequate facilities, interior and exterior design and cleanliness of the facility (Widodo, 2016)

#### Location

According Tjiptono (2012) factor affecting in determining the location include:

1. Access, such as the location of the pass or easy to reach public transportation.
2. Visibility, such as location can be seen clearly from the curb.
3. Traffic
4. The parking lot is spacious and safe.
5. Expansion, which is available a large place for business expansion in the future day.
6. Environment, which is the area around the support services offered.
7. Competition is the location of competitors.
8. Government regulations,

Lupiyoadi (2001) states that the location is a place where a company does business. In this case there are three types of interactions that affect the location, namely:

- a. Consumers come to a service provider (the company), if this is the case then the location becomes very important. Companies should choose a place close to the consumer so it is easy to reach



b. Service providers come to the consumer, in this case the location is not too important but that must be considered is the quality of service delivery should remain.

c. Service providers and consumers do not meet directly, meaning service providers and consumers interact through certain means such as telephone, computer, and mail. The location determination services need to consider among other things easily accessible and can be accessed by consumers, population density, traffic congestion, adequate parking space, expandable, supportive environment of business, compliance with competitor locations, and location permissions from the authorities (Waluyo, 2018)

#### 9 Research Methods

This research used a qualitative method with case study approach. Research with case study approach has the purpose to know about something deeply, in this case is the factors that influence the decision of students in choosing to continue education in SMK Negeri 3 Jepara.

The foundation used in qualitative research data on the triangulation of data obtained from three methods: interviews, participant observation, and document records. Primary data source in the form of data from the informants are the students, record the observation about the conditions and events encountered during the field and interview records. While the secondary data obtained by researchers in the form of data obtained from schools and archives that support the research.

The population of this study were students of SMK Negeri 3 Jepara which amounted to 414 students in 2017. The sample in this study was obtained through accidental sampling on the students of class X SMK Negeri 3 Jepara.

#### Results and Discussion

##### Service Quality

Ghorbani et al (2013) stated that these services are not tangible, easily damaged, varied and can not be separated in the process of production and consumption. Mandhachitara and Poolthong (2011) adds a very complex evaluation of service quality. Consumers do not evaluate the quality of service only on results but on one or more cues (Poolthong and Mandhachitara, 2009).

Service processes related to human resources. The company instills to employees the importance of the quality of service provided. The level of service quality will increase along with the awareness and ability of the employees. An employee's empathy can create the success of a service organization (Zhang, Min et al, 2016)

Based on interviews conducted with informants, the quality of services that support the implementation of good teaching and learning process including the administrative services provided by the administrative staff of schools is done quickly and accurately in meeting the needs of students. Moreover the administration officers are friendly in service. Accuracy is also required in every service. On the other hand, the teachers really appreciate the time in the learning process. Discipline is a priority in every activity.

##### Facility

Tjiptono (2012) says that in some types of services, perceptions formed from the interaction between customers and service facilities have a significant effect on the quality of services in the eyes of customers. If the service is provided with good facilities and adequate the services provided can be performed optimally. So consumers will also feel well served.

According to interviews that have been done to the students about the facilities owned by SMK Negeri 3 Jepara, known to support student learning activities such as a complete library, a large parking area, toilet cleanliness, comfortable classrooms and easy internet access.

##### Location

Location can be defined as a place, a physical position that has an important role in achieving service business objectives (Sriyadi, 2011). Strategic business location will make it easier for consumers to get their needs. Therefore, the company should really consider, select and select a strategic location.

According to the students from the interviews that the strategic location is a very important thing. This strategic location includes close to the city center, easily accessible by public transportation, close to residential areas and located in areas equipped with public facilities.

##### Decision of choosing school

The decision process is determined by consumer purchase behavior, the process is an approach to adjust the problems that occur and 5 stages through which consumers. The five stages are problem recognition, information searching, alternative assessment, making buying decisions and post-purchase behavior (Kotler, 2006).

Based on the interviews conducted with the students, it was found that the decision to choose to continue school in SMK Negeri 3 Jepara was influenced by various factors, they chose the school because of the location of the strategic school and adequate facilities. On the other hand, SMK Negeri 3 Jepara always working to improve the quality of services provided by the administrative staff and teachers in order to increase the purchasing decisions or decisions of prospective students choose to continue school.

### Conclusion, Suggestion, and Limitation

#### Conclusion

The conclusion of the research that has been done is:

1. Quality of administrative staffing services to the students are provided with appropriate and as required.
2. Teachers teach with full responsibility to create the process of expected teaching activities. Teachers are disciplined in attending classroom lessons.
3. Facilities owned by schools such as library facilities, adequate parking space, classrooms that support teaching and learning activities as well as clean toilet facilities into a factor driving prospective students to choose school.
4. SMK Negeri 3 Jepara located in the city center became one of the factors that influence prospective students choose to continue at the school. Such conditions facilitate access to public transport to reach the school, as well as the facility - public facilities located around the school became the main attraction for prospective students.

#### Suggestion

Some suggestions are given, among others:

1. There should be attempts continuous service quality improvement by improving the competence of staff in serving students and creating helpfulness staff.
2. It is necessary to have a system of supervision and evaluation on the quality of services provided and understanding of the importance of service delivery for the quality of service always increased.
3. it needs regular maintenance of the facilities owned.
4. Increase the synergies between teachers and school staff to create more harmony and order in the school environment.

#### Limitation

Here are some limitations in this study include:

1. Time limitation of research becomes barrier of interview and presentation of more open inquiry to student.
2. Some students give less detail so they can not describe the overall condition.
3. The variables used in this study have not been able to describe all the factors that encourage students in deciding to choose schools, some factors influenced by variables outside of this research model.

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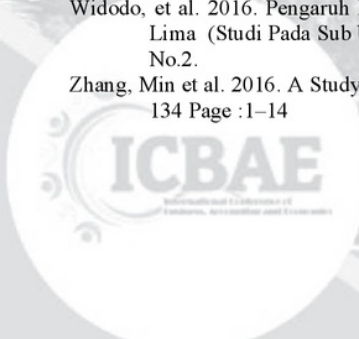
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