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The Influence of Facilities on the Decision to Go to School in Ciledug National Development Vocational School, Tangerang City.

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Abstract:

The aim of this research is to find out the facilities at SMK Bina Bangsa Ciledug and to find out the interest/decision to study at SMK Bina Bangsa Ciledug, as well as to find out how much attention the facilities of SMK Bina Bangsa Ciledug have. The population in this study was more than 100 people, namely 248 people, so the author used a population study sampling using the Slovin formula. So that a sample of 72 people was obtained, with 10 questions for the 'x' variable and 10 'y' variables. The data analysis technique used in this research was quantitative analysis, namely by describing the condition of the respondents and describing the research variables in a frequency table. and the percentage of the results of distributing questionnaires using the analytical methods used in data processing, namely validity and reliability tests, product moment correlation tests, coefficient of determination tests, and hypothesis tests (t-test)

Keywords: Facilities and Decisions to choose a school,

INTRODUCTION

Companies in their business operations must always observe changes in consumer behavior so that they can anticipate changes in this behavior, which can then be used as a study in order to improve their marketing strategy. In essence, the goal of marketing is to know and understand the nature of consumers well so that the products offered can sell well.

According to Engel Er al (1994), consumer behavior is an individual activity that is directly involved in obtaining and using goods or services, including the decision-making process in preparing and determining these activities.

Facilities are means that make it easier for consumers to carry out an activity. Today's parents are critical consumers who are very careful in choosing education for their children. They consider many factors to choose a product, including educational services. Facilities are one of the considerations for consumers in making choices. At almost the same price level, the more complete the facilities provided by the school, the more satisfied the customer will be and he will continue to choose that company as a priority choice based on the perception he has of the facilities available. According to (Tjiptono, 2006) the perception he obtains from customer interactions with facilities influences the quality of the service in the eyes of customers. (Kotler & Armstrong, 2004) defines services as activities or benefits offered by other parties that are essentially intangible and do not result in any ownership.

Decision is a psychological process that consumers go through, the process begins with the stage of paying attention to goods or services, then if they are impressed, they will move to the stage of interest to find out more about the features of the product or service, which if intense their strong interest continues to the stage of desire or interest (desire) because the goods or services offered are in accordance with their needs (Tjetjep Djatmika: 2007)

Basically the goal of a business is to make customers feel satisfied. (Tjiptono, 2000; 162). Creating customer satisfaction can provide several benefits, including harmonious relationships between companies and their customers, providing a good basis for repeat purchases and creating customer loyalty, forming word of mouth recommendations that are profitable for the company (Tjiptono, 2000; 68) Loyal consumers are the key to the success of a business or business. Maintaining loyal consumers must be a top priority rather than getting new customers. This is because winning or getting new customers is not easy because it requires a lot of money, so it would be a huge loss if the company just let go of loyal consumers or customers.

Consumers in this case are a heterogeneous community who come from various backgrounds, characteristics, habits, regions, cultures and economic levels. Based on several theories, previous research and the phenomenon of this problem, research was conducted to analyze the direction of facilities on consumers' decisions to study at SMK Bina Bangsa Ciledug. One of the things consumers want is how to get complete educational facilities at competitive prices, a variety of educational facilities needed and satisfactory service and a comfortable atmosphere, all in one place. Apart from paying attention to the superior quality of education, schools must also be able to provide services in the form of quality supporting facilities as a way to maintain consumer satisfaction and create loyal consumers

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The marketing mix is a set of tools that a company uses to achieve marketing objectives in its target market (Freddy Rangkuti 2009:22)

The marketing mix is part of the company's marketing system. By definition it can be said that the marketing mix is a combination of four variables or activities which are the core of the marketing system, namely product, price structure, promotional activities and distribution

system (Bay Swasta and Irawan, 2000: 78) Elements of the marketing mix according to Kotler (2005: 17) that the marketing mix for goods products is different from the marketing mix for service products. The marketing mix variable for goods products consists of four variables (4P): Product / Product Price (Price), Place/distribution (Place), and Promotion (Promotion) whereas according to Boom and Bitner in Effendi (2010: 349), explains that the mix variable Marketing of service products adds three more variables, namely people, physical evidence and process. According to Sugiyanto (2020).

Marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating, offering and exchanging products of value with others. According to Kotler in Sugiyanto et al (2020) marketing management is the art and science of choosing targets and achieving, retaining and developing customers by creating, delivering and communicating superior customer value.

METHODS

This research was conducted at Bina Bangsa Vocational School which is located at JL. Dr. Setiabudi No. 8 Ciledug, Tangerang City from May 2015 to June 2015. The population in this study was more than 100 people, namely 248 people, so the author used a population sampling study using the Slovin formula. So that a sample of 72 people was obtained, with 10 questions for the x variable and 10 y variables. The data analysis technique used in this research was quantitative analysis, namely by describing the condition of the respondents and describing the research variables in frequency tables and percentages of the results. distributing questionnaires using the analytical methods used in data processing are validity and reliability tests, product moment correlation tests, coefficient of determination tests, and hypothesis tests (t-test).

1. Validity Test	2. Reliability Test, Alpha Cronbach		
$r = \frac{n \sum xy - \sum x \sum y}{\sqrt{n \sum x^2 - (\sum x)^2} \sqrt{n \sum y^2 - (\sum y)^2}}$ <p>Dimana :</p> <ul style="list-style-type: none"> r = correlation figure n = number of respondents x = value for an existing attribute item y = the sum value of all items 	$r = \left[\frac{K}{(K - 1)} \right] \left[1 - \frac{\sum ab^2}{at^2} \right]$ <p>Dimana :</p> <ul style="list-style-type: none"> r : Reliability coefficient K : Lots of questions $\sum ab^2$: Number of item variations at^2 : Total Variation 		
3. Uji Validitas			
$r = \frac{n \sum xy - \sum x \sum y}{\sqrt{n \sum x^2 - (\sum x)^2} \sqrt{n \sum y^2 - (\sum y)^2}}$ <p>dimana :</p> <ul style="list-style-type: none"> r = Correlation value between X and Y $\sum x$ = Number of observations of variable X $\sum y$ = Number of observations of variable Y $\sum xy$ = The sum of the products of variables x and y $\sum x^2$ = Sum of squares of observations of variable x 	<p style="text-align: center;">Tabel</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th data-bbox="906 1630 1114 1682">Interval</th> <th data-bbox="1114 1630 1374 1682">Tingkat</th> </tr> </thead> </table> <p>Interpretation of Correlation Coefficient</p>	Interval	Tingkat
Interval	Tingkat		

$(\sum x)^2$ = Sum of squares of observations of variable x $(\sum x^2)$ = square of the sum of the variables x $(\sum y)^2$ = sum of squares of variable observations $(\sum y^2)$ = square of the sum of the y variables n = Number of pairs of observations Y and X	Koefisien	hubungan
	>0,000 - 0,199	Very weak
	0,200-0,399	weak
	0,400-0,599	Strong enough
	0,600-0,799	Strong
	0,800 <1,000	Very Strong
	Sugiono (2009:250)	
<p>4. Coefficient of Determination $R = r^2 \times 100\%$</p> <p>R = Coefficient of Determination r = Coefficient of Determination between variables X and Y</p>	<p>5. Hypothesis Testing</p> $r_{\text{test}} = r_s \sqrt{\frac{N-2}{1-(r_s)^2}}$ <p>Dimana: t = Calculated t value or t-observation r = Correlation coefficient value n = Number of observation data</p> <p>Determine t count with t table by: 1) If t count \geq t table, (a, dk), it means that Ho is rejected and Ha is accepted. 2) If t count > t table, (a,dk), it means that Ho is rejected. Ha is rejected.</p>	

Operational Research Variables

Sugiyono (2005:32) research variables are an attribute or trait or value of a person, object or activity that has certain variations determined by the researcher to be studied and conclusions drawn. The variables in this research are facilities (variable x) which is the independent variable, and the decision to go to school (variable y) which is the dependent variable. Meanwhile, the dimensions of research variables are the parameters needed to describe the position and properties in a space and the research variable indicator is something that can be in a space and the research variable indicator is something that can provide (make) instructions or information (Big Indonesian Dictionary 1999; 376)

.Tabel

Operational Research Variables

No	Variabel	Indikator
1	Facility	a. Library b. Room c. Supporting facilities d. Sport e. School environment
2	Decision	a. Cultural Factors b. Social Factors c. Personal Factors d. Psychological factors

Dalam penelitian ini penulis melakukan analisa hubungan antara Fasilitas dan Keputusan Bersekolah yang dibagi dalam dua variabel yaitu variabel (x3) dimana

X-Fasilitas

Y-Keputusan

RESULT AND DISCUSSION

In this research the author analyzes the relationship between facilities and school decision which is divided into two variables, namely variable (x3) where

X-Facilities

Y-Decision

contribution of 65.61% to the decision to go to school (y) and the remaining 34.39% is influenced by other factors

CONCLUSIONS

contribution of 65.61% to the decision to go to school (y) and the remaining 34.39% is influenced by other factors

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