Analysis of the Effect of Service Marketing Complex on Students' Decisions to Choose Public Vocational Secondary School (SMKN) 1Sumbawa

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Abstract: **This study aims to analyze the effect of the service marketing mix on students' decisions to choose SMK Negeri 1 Sumbawa Besar. The associative quantitative method was used as the analytical method. The data analysis method used in this research is multiple linear regression analysis. The data used are secondary data and primary data. Data was collected using a questionnaire provided by the agency. The selection was carried out using a probabilistic random sampling method and a sample of 250 students of SMK Negeri 1 Sumbawa Besar Force 2020/2021 was obtained. The results showed that the product had no effect and had no significant effect on students' decisions to choose SMK Negeri 1 Sumbawa Besar.**

Keywords: **Product, Price, Promotion, Place, People, Process, And Physical Evidence**

I. INTRODUCTION

The development of science and technology requires humans to be able to make changes and follow the development of existing education. The community must also be able to compete in a more competitive world of work (Tangilisan et al, 2019). Education is a strategic means to improve the quality of community resources. Education is also a science that we can learn and that can make humans intelligent, capable, of good character, and able to interact well with society. institutionalized

Education, especially in schools, is to increase knowledge, but another goal of educational institutions is to achieve customer satisfaction. Many educational institutions compete to offer educational services to the public to attract prospective students. In order to increase competition between other schools, a good marketing strategy for educational services is needed to introduce schools to prospective students. The number of vocational high schools with all offers, of course, makes the community consumers who want to continue to higher levels such as high school and vocational school must. There are many considerations in determining various school choices to the process of selecting a major that suits himself.

Vocational High School is a bridge for the community to learn and train their abilities to become skilled human resources in their fields. Vocational High School is a school that aims to provide a work-ready environment for high-quality secondary-level students according to the demands of the world of work, Vati (2019). In Sumbawa there are obstacles in registering new students, one of which is that most parents are interested in sending their children to a certain level of education, but sometimes this is not in accordance with the abilities of the applicants themselves. There are many factors that influence the decision of students or parents in choosing an educational institution as a place to study, such as products, prices, promotions, places, people,

The world of work is increasingly competitive, not a few people are now choosing vocational schools. This is because vocational schools can provide life skills based on the potential and competencies needed in the world of work. SMK Negeri 1 Sumbawa Besar is in great demand by prospective students, but the comprehensive service marketing strategy adopted by SMK Negeri 1 Sumbawa Besar is still lacking.

Based on this background, several study tasks can be formulated as follows:

1. How does the product influence the student's decision to choose SMK Negeri 1 Sumbawa Besar Force 2020/2021?
2. How does price affect students' decisions to choose SMK Negeri 1 Sumbawa Besar Class 2020/2021?
3. How does promotion affect students' decisions to choose SMK Negeri 1 Sumbawa Besar Force 2020/2021?
4. How does location affect students' decisions to choose SMK Negeri 1 Sumbawa Besar Class 2020/2021?
5. How does the community influence students' decisions to choose SMK Negeri 1 Sumbawa Besar Force 2020/2021?
6. How does the process influence student decisions to choose SMK Negeri 1 Sumbawa Besar Class 2020/2021?
7. How does physical evidence affect students' decisions to choose SMK Negeri 1 Sumbawa Besar

Class 2020/2021?

II. LITERATURE STUDY

Marketing is the spearhead of a company, in a world of increasingly fierce competition, companies or businesses must survive and develop. The purpose of marketing is to know and understand in order to meet customer needs, Sunyoto (2019). According to Sunyoto (2019), marketing is a general system of business activities designed to plan, set prices, promote, and distribute goods, services, and ideas in target markets to achieve organizational goals.

The marketing mix is a set of marketing tools used by companies to consistently achieve marketing goals in a target market in Hidayatulloh (2018). Marketing is the process used by companies to satisfy the needs and wants of consumers by providing products (goods and services). The specific consumers who are the target of marketing efforts are called target markets. The marketing mix consists of seven elements, namely:

According to Kotler and Keller (2016), a product is anything that can be offered to a market for attention, acquisition, use, or consumption that can satisfy expectations and needs. Products are everything that is needed to meet human and organizational needs (Sunyoto, 2019). Based On Arsyad (2018) defines price as the amount of money charged for a product, or the amount of value that consumers exchange for the benefits of owning, obtaining, or using goods or services.

According to Kotler and Keller (2016), promotion is a place to place advertisements, sales promotions, public relations, and people who promote and other marketing tools and influence consumers when choosing the products offered. According to Sunyoto (2019), promotion is an activity that aims to influence consumers to get to know the products that the company offers to consumers. According to Kotler and Keller (2016), a place is "a collection of independent entities that make a product or service available so that customers can use or consume the goods or service."

People are those who act as service providers. People, namely the type of quality and number of people who will be involved in providing services (Arsyad, 2018). In the field of education services, all actions and behavior have a direct impact on consumers. People included in educational institutions include teaching staff, administrative staff, security personnel (Hidayatulloh, 2018).

A process is a collection of all activities, which usually consist of procedures, work schedules, mechanisms, etc., by which services are provided to consumers (Tangilisan et al, 2019). So, the process is a procedure, mechanism and series of actions for the delivery of services from producers to consumers.

According to David Vijaya in Hidayatulloh (2018), physical evidence is "a tangible element that will make things easier when the client sees the actual state of the facility that produces the service."

According to Heri (2018), a decision is a choice between two or more alternatives. Decision-making is an individual activity that is directly related to obtaining and using the goods offered. The consumer solution is part of the offering. Whereas based to Siswanto, (2016) Decision making is a series of actions taken by a person in an effort to solve the problems he faces, then determine various alternatives that are considered the most rational and in accordance with the organizational environment.

The purchase stage is a stage that requires reflection and consideration of various criteria so that there is no disappointment in consuming goods or services at the time of making a purchase. For this reason, each consumer will use a different way to get answers to their problems when choosing. The stages of consumer decision making according to Hassan (2018):

1.   Recognition of needs is the process of introducing consumers to a problem or need to be desired by prospective students when choosing a school.

2.   Information retrieval is a process where consumers seek additional information so that consumers or prospective students are not disappointed with their choices. Sources of information for consumers are divided into 4 (four) groups, namely:

   a) Personal sources are family, friends, neighbors, and acquaintances.
   b) Commercial sources, namely advertisements, and websites.
   c) Public sources, i.e. media, consumer rating organizations, internet searches.
   d) Sources of experience, namely the experience of consumers or graduates trained by the agency.

3.   Alternative appraisal is the process by which consumers use the information to evaluate them when making decisions. In the alternative evaluation process, consumers compare various options that can solve an urgent problem.

4.   A purchase decision is when a consumer forms a preference for the brand that is being evaluated.
5.   Post-purchase behavior is the process by which consumers experience satisfaction or dissatisfaction with their purchases.

The conceptual Framework for Analysis of the influence to the service marketing mix on students' decisions to choose SMK Negeri 1 Sumbawa:
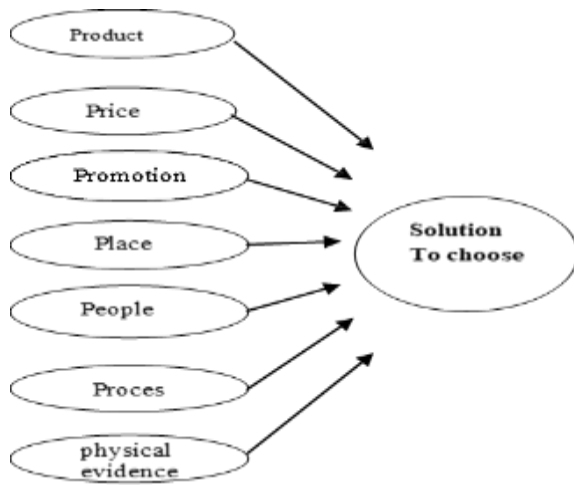
Figure.1 Conceptual Framework Graphics

Based on the background, problem formulation, research objectives and the conceptual basis of this research, the following research hypotheses can be proposed:

HI: The product has no effect and is not relevant to the choice decision.
H2: Price is irrelevant and irrelevant to the choice decision.
H3: The increase has no significant effect on the choice decision.
H4: Location has a significant effect on choice decisions.
H5: People influence choice decisions but it is not important.
H6: The process has no effect and is not relevant to the choice decision
H7: Physical evidence has a significant effect on selection decisions.

III. RESEARCH METHODS

The type of research used in this research is quantitative association. In this study, the independent variable is the service marketing mix (product, price, promotion, place of people, process, and physical evidence). The dependent variable is the student's decision to choose SMK Negeri 1 Sumbawa Besar.

The population in this study were all students of SMK Negeri 1 Sumbawa Besar Force 2020/2021. A sampling method that provides equal opportunities for each element (member), or a random sampling method. the selected population is a member of the sample. When using the simple random sampling method, the selection of samples from the population is done randomly, regardless of the strata that exist in the population.

The validity test must show the extent to which the measuring instrument is able to measure what it wants to measure. A questionnaire is considered valid if the questions in the questionnaire can reveal something that will be measured by the questionnaire. Reliability is a measure of the extent to which a measuring instrument can be trusted or reliable, Umar (2018).

A normality test is used to determine the independent variables, and the dependent variable is normally distributed. To check whether the data is normally distributed or not, the Kolmogrov-Smirnov Sujarveni (2018) test can be used.

a) A linearity test is a test to determine whether each independent variable and the dependent variable is linear or not. This test is commonly used as a prerequisite in correlation analysis or linear regression.

b) The autocorrelation test is the relationship between the value of a variable with the value of the same variable that occurred in the previous period.

c) The heteroscedasticity test and signs of heteroscedasticity were tested using the Spearman rank method by constructing a regression between the absolute values of the residuals and the independent variables (Sanusi, 2019).

d) The multicollinearity test aims to test whether the regression model has found a correlation between the independent variables (independent) Sanusi, (2019). Multicollinearity detection can be done by looking at the value of the coefficient of increase in variance (VIP) from the results of the regression analysis.

Multiple linear regression is an extension of simple linear regression, which consists of increasing the number of independent variables from only one to two or more independent variables (Sanusi, 2019). Thus, multiple linear regression is expressed in a mathematical equation as follows:

$$Y= a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + b_7x_7 + e$$

Information:

Y $\quad$ = Decision to Chose
a $\quad$ = Interceptor Parameter
$b_1, b_2,...b_7$ = correlation coefficient
x_1 $\quad$ = Product
x_2 $\quad$ = Price
x_3 = Promtion
x_4 = Place
x_5 = People
x_6 = Process
x_7 = Physical Evidence
e = Eror Variable

IV. DISCUSSION OF RESEARCH RESULTS

SMK Negeri 1 Sumbawa Besar started from SMKK Pertiwi which is located on Jalan Mujair, Seketeng Village with a land area of 1600m2. The land belongs to the region. The Pertiwi Vocational School building consists of 5 study rooms with semi-permanent buildings and is under the direction of the Principal, Ms. Desniar Adam, BA. Then with the approval of the Regional Office of the Ministry of Education and Culture of West Nusa Tenggara Province, to be precise on July 30, 1980, SMKK Pertiwi was inaugurated as SMKK Negeri Sumbawa Besar by the Decree of the Minister of Education and Culture of the Republic. Indonesia N0.0208/O/1980 dated

30 July 1980.

The result of the data analysis in this study will be explained below:

Table. 1 Normality Test Results

		Unstandardized Residual
N		150
Normal Parameter ₛa	Mean	.0000000
	Std. Deviation	2.77383283
Most Extreme Differenc es	Absolute	.044
	Positive	.037
	Negative	-.044
Kolmogorov-Smirnov Z		.539
Asymp. Sig. (2-tailed)		.933

Source: Primary Data SPSS 25 Output

Based on the table above, it is known that the asymp. Sig value is $0.933 > 0.05$, so it can be seen that the values of all variables in this study are normally distributed.

Table 2 Linearity Test Results

Variable	white fish	Information
X1	0.000	linear
X2	0.000	linear
X3	0.000	linear
X4	0.000	linear
X5	0.000	linear
X6	0.000	linear
X7	0.000	linear

Source: Primary Data SPSS 25 Output

It can be seen from the table above that the relationship between product variables and student choice decisions is linear with a significance value of 0.000 (less than 0.05). The relationship between the price variable and the decision to choose students is linear with a significance value of 0.000 (less than 0.05). The relationship between the promotion variable and student choice decisions is linear with a significance value of 0.000 (less than 0.05). The relationship between the place variable and the decision to choose students is linear with significant significance, 0.000 (less than 0.05). The relationship between the "people" variable and the decision to choose students is linear with a significance value of 0.000 (less than 0.05). The relationship between process variables and the decision to choose students is linear with a significance value of 0.000 (less than 0.05). The relationship between the physical evidence variable and the decision to choose students is linear with a significant significance is 0.000 (less than 0.05).

Table. 3 Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin n-Wats on
1	0.784	0.584	0.534	0.041 36	1.783

Source: Primary Data SPSS 25 Output

By checking the data in the table above, the results show that the Durbin-Watson number is 1.783, the value of dL < dW < du, $1.636 < 1.783 < 1.831$ means this test is inconclusive,

Table. 4 Autocorrelation (data transformation)

Model Summary

Model	R	R square e	Customized R Square e	Standard Estimation error	Durbin - Watson
one	0.784	0.556	0.534	.04136	1883

Source: Primary Data SPSS 25 Output

In the first data there are symptoms of autocorrelation, so to overcome the symptoms of autocorrelation by transforming the data using log 250 to eliminate the symptoms of autocorrelation, where du < d < 4 - du, then $1.831 < 1.883 < 2.169$, then there is no autocorrelation.

Table. 5 Heteroscedasticity Test Results

Source: Primary Data SPSS 25 Output

Based on the output above, each independent variable is known to have a significant value > 0.05, so there is no sign of heteroscedasticity.

Table. 6 Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Product	0.859	1.165	No multicollinearity
Price	0.714	1401	Not occur multicollinearity
Promotion	0.624	1602	No multicollinearity
The place	0.526	1900	Not occur multicollinearity
Man	0.528	1895	No multicollinearity
Process	0.772	1295	Not occur multicollinearity
Proof body type	0.570	1755	Not occur multicollinearity

Based on the test results above, it is known that the VIF value of each variable is < 10, so it is concluded that there is no violation of multicollinearity, or in other words, this regression model is free from multicollinearity symptoms.

Table. 7 Multiple Linear Regression Test Results

Variable l	Regression coefficient	Standard error	t_{count}	white fish
Product (X1)	0.064	0.069	0.936	0.351
Price (X2)	0.051	0.031	1.638	0.104
Promotion (X3)	0.061	0.036	1.704	0.091
The place (X4)	0.214	0.062	3.433	0.001
Man (X5)	0.099	0.051	1.935	0.055
Process (X6)	0.049	0.046	1.064	0.289
Physical evidence (X7)	0.172	0.051	3.341	0.001
constant :0.784 Coefficient of determination (R2): 0.566 N 150				

Source: Primary Data SPSS 25 Output

1. Hypothesis Testing: The product does not affect and is not important for the choice decision. The product variable has a tcount value of 0.936 which is smaller than the ttable value of 1.655 with a significance level of 0.351 > 0.05. This result means that H0 accepts or rejects thehypothesis that the product has no partial effect on the choice decision.

2. Hypothesis testing: the price does not affect the choice decision. The price variable has a value of tcount < ttable of 1.638, smaller than the value of ttable of 1.655 with a significance level of 0.104 > 0.05. This result means that H0 accepts or rejects the hypothesis that the product has no partial effect on the choice decision.

3. Hypothesis testing: promotion has no significant effect on choice decisions. The promotion variable has a value of tcount > ttable of 1.704 which is greater than the value of ttable of 1.655 with a significance level of 0.091 > 0.05. This result means that H0 is rejected or the hypothesis that the product has no partial effect on the choice decision is accepted

4. Hypothesis Testing: the place a significant influence on choice. The place variable has a value of tcount > ttable 3.433 which is greater than the t table value of 1.655 with a significance level of 0.001 <0.05. This result means that H0 is rejected or the hypothesis that the product partially affects the choice decision is accepted.

5. Hypothesis Testing: People Influence and Don't Matter for Choice Decision. The person variable has a tcount > ttable 1,935 which is greater than the t table value of 1,655 with a significance level of 0,055 > 0,05. This result means that H0 is rejected or the hypothesis that the product has no partial effect on the choice decision is accepted.

6. Hypothesis testing: The process does not affect and is not important for the choice decision. The progress variable has a value of tcount < ttable 1.064 which is smaller than the value of ttable 1.655 with a significance level of 0.289 > 0.05. This result means that H0 accepts or rejects the hypothesis that the product has no partial effect on the choice decision.

7. Hypothesis Testing: Physical Evidence Significantly Affects Choice Decisions. The promotion variable has a value of tcount > ttable of 3.341, greater than the value of ttable of 1.655 with a significance level of 0.001 <0.05. This result means that H0 is rejected or the hypothesis that the product has no partial effect on the choice decision is rejected.

V. CONCLUSION

Based on the results of the research and discussion that have been described previously, the following conclusions are drawn:

1. Based on the results of calculations carried out in part, the product variable has no effect and is not significant on the student's decision to choose SMK Negeri 1 Sumbawa Besar (Case Study Force 2020/2021).

2. Based on partial calculations, the price variable has no effect and is not significant on students' decisions to choose SMK Negeri 1 Sumbawa Besar (Case Study Force 2020/2021).

3. Based on the results of calculations carried out partially, the boost variable has no effect and is not significant on the student's decision to choose SMK Negeri 1 Sumbawa Besar (Case Study Force 2020/2021).

4. According to the results of a partial calculation, the variable bit a significant effect on students' decisions to choose SMK Negeri 1 Sumbawa Besar (Case Study2020/2021).

5. Based on the results of calculations carried out in part, the person variable has an effect and is not significant on the student's decision to choose SMK Negeri 1 Sumbawa Besar (Case Study Force 2020/2021).

6. Based on the results of calculations carried out in

part, the process variable does not affect students' decisions to choose state vocational schools. (Case Study Force 2020/2021).

7. Based on the results of partial calculations, the evidence variable has a significant effect on students' decisions to choose SMK Negeri 1 Besar (Case Study Force 2020/2021).

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