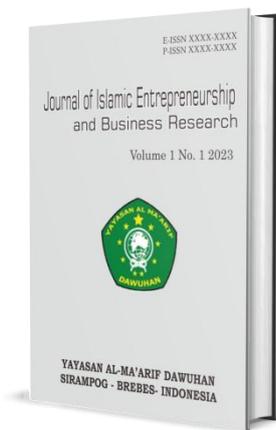# The Influence of Graduate Attraction, Quality of Academic Services and School Image on the Decision to Become a New Student

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ABSTRACT

This study aims to examine the influence of graduate attraction, academic service quality, and school image on the decision to enroll as a new student at SMK HKTI Temanggung. This research utilizes a quantitative approach, with primary data collected from the students of SMK HKTI Temanggung. The sample consists of 74 respondents, selected using the Probability Sampling technique. A Likert scale was used to measure the variables, and the data was analyzed using IBM SPSS Statistics Version 25 through multiple linear regression analysis. The results of the coefficient of determination (R^2) test indicate that the Adjusted R Square value is 0.375, or 37.5%. This suggests that the decision to enroll as a new student is influenced by the variables of graduate attraction, academic service quality, and school image. The remaining 62.5% of the decision is influenced by other factors not included in this study. The findings highlight the importance of graduate attraction, the quality of academic services, and the image of the school in shaping prospective students' decisions to enroll. The results of this study offer valuable insights for the management of SMK HKTI Temanggung, emphasizing the need to enhance the factors that influence students' decisions, such as improving the quality of academic services and promoting a positive school image. These findings can guide the school in formulating strategies to attract more prospective students and improve its overall competitiveness in the education sector.

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Introduction

Education can improve humans and nature, education also makes people think, analyze and decide to create human resources. According to Wiliana (2018) Education is an important thing that should not be ignored, because education can achieve many things that can build a bright future with a solid foundation and become a pioneer in the progress of a country, The higher the level of education of the people of a country, the more respected and appreciated the country will be. Educated people make great changes in various fields for the benefit of others and pass on their knowledge to future generations. The current society places schools as the main target to produce graduates who contribute to improving human resources (Bahri &; Arafat, 2020). Prospective students will always be faced with existing school choices (Gjefsen, 2020). Of course, to make choices with these considerations is not easy and it takes really precise thinking based on various considerations. Therefore, school selection decisions are very important to consider (Indrawati, 2014). In choosing a school, a person must know about the goals to be achieved in the future, then he can determine the place, conditions and situations faced and must find the best solution to then make a decision (Al-Faraqi, 2015)

Purchase decision as an action taken by someone in an effort to obtain and consume goods or services. The decision to choose students refers to the concept of consumer purchasing decisions that are adapted into school choices (Fandy, 2006). Vocational high schools as service providers compete to attract consumers (students) by promoting excellence that. owned by the school, so the school is required to provide quality and high-quality services so that prospective students will increasingly believe in the decision that has been chosen to continue their studies in Senior High School (SMA) as a place of learning later (Azkiyah et al., 2020). The factor that becomes a consideration for making the next new student decision is the Quality of Academic Services. According to Fitrianingsih Mokodompit (2019), it is very important for universities. Academic services are said to be of high quality if they are in accordance with the needsCustomers because the quality of service is very important in dealing with students who require high attention and service. Students are a very valuable asset for an educational institution, therefore retaining students and providing services to students and establishing better relationships has become imperative. Meanwhile, according to (Susanto, 2012) Service quality is all forms of activities carried out by institutions in meeting consumer expectations. In this case, service is defined as the service provided by the institution in the form of comfort, accuracy, hospitality, speed, proficiency and ability aimed at the property and attitude in providing services for customer satisfaction.

Forming a good school image for the community is something that must be done by educational institutions because it is one of the factors in students' decisions in choosing educational institutions. Educational institutions must be able to form a good school image, because competition between schools in particular intensified to attract new students every school year causes many schools to develop strategies to meet the needs and desires of students and parents. Kotler (2012), states that a positive consumer image of a brand will allow consumers to make purchases. A positive image of the institution is built on a good brand. Other words of image such as image are the description of beliefs, ideas and impressions held by a person towards an object. Many people assume that people's attitudes and actions towards an object are influenced by the image of an object. then the message will run quickly and a message will be considered to have very high credibility if delivered by a third party Siti Maamarah (2016). According to Indarwati Ningsih (2022), image is an impression, feeling, public self- image of an institution, an impression that is deliberately created from an object, person or organization. A good school image will be one of the considerations for parents' decisions to make choices for the school. This is supported by Pramudyo's opinion (2012), that if the image of the company is undoubtedly credible, then the purchase will no longer go through long decision making. Through the description above and the phenomena that occur, the author is interested in carrying out research on "The Influence of Graduate Attraction, Quality of Academic Services and School Image on the Decision to Become a New Student (Case Study of SMK HKTI Temanggung)".

Literature Review

Understanding the Attractiveness of Graduates

The attractiveness of graduates is an important criterion for graduates, considering their ability to motivate students to confidently enter the business world and the industrial world. One of the causes of success when running a business is seen from its success in marketing products, marketing itself. is an activity with a function to recognize needs, desires, determine the market that will be served as well as possible by the company, then plan products and services.

Graduate Attractiveness Indicators

Indicators of graduate attractiveness according to Baroh (2010) include: 1) Ease of working A person is supported in getting easy work with the education achieved. 2) Competence Have knowledge, skills and personality of a person so as to improve and contribute to the success of the organization 3) Compensation Everything that is accepted, both physical and non-physical, has a positive impact that can provide benefits, both for the institution and students

Understanding the Quality of Academic Services

Rangkuti (2002) said that service quality as service delivery will exceed the level of customer interest. Good service will be interesting to use the service (Setiawan, Suryoko, and Listyorini 2014). According to Fitrianingsih (2019) service quality is a continuous improvement process that can be measured, both individually, organizationally, corporately and performance goals

Academic Service Quality Indicators

According to Fitrianingsih Mokodompit (2019), the quality of academic services has 5 indicators as follows: a.Physical evidence (tangibles) The ability of an institution to show its existence to external parties. The appearance, availability, condition of the educational environment and infrastructure facilities of the institution are clear evidence of the services provided by the institution or organization. b. Reliability The ability of the institution to provide services as promised reliably and accurately must be in accordance with the expectations of students and parents, meaning timely performance, sympathetic attitude, service without errors, and on target. c. Responsiveness: The ability to provide fast and appropriate services for students and parents. c.Assurance and assurance The ability, courtesy and knowledge of teachers and staff of educational institutions to foster student trust in the institution d.Attention (empathy) the ability possessed by each employee in understanding student needs.

Understanding School Image

School image is a person's assessment of an institution or organization in accordance with one's observations and experiences so that a good or bad impression appears and affects the institution. According to Hidayat & Machali (2012) Image (image) is the impression of feelings or conceptions that exist in the public about a company, an object, person or institution, while according to Kotler (2002). An image is a set of beliefs, ideas and influences that a person gets from an object. Imagery reflects what an individual thinks, emotions, and perceptions. Although people see the same thing, their views can be different Alifahmi (2005).

Image Indicators

According to (Kanaidi:2010) in (Nugroho &; Subagja, 2019) image indicators are as follows: (a). A set of effects Ayu Utami (2017) The impression, of the expression of an experience after hearing, seeing or experiencing something. The impression of school in this context is the experience felt directly during life at school. (b). Trust A person recognizes the confidence, honesty and ability of a good or service that can truly meet expectations. (c) Attitude, Attitude other terms a person's response to respond, judge and act towards social objects include people, ideas and educational institutions

Definition of Decision

According to Nugroho (2013), constumer decision making is an integrative process that combines information to evaluate two or more alternative behaviors and choose one of them. This process of

integration generates choices that are cognitively represented as the desire to behave. If you look at the statement above that a prospective buyer makes a purchase decision, So of course the process is the process of searching for product information through a selection process which is ultimately decided by the buyer. The buying process begins with the identification of a problem or need. The buyer perceives the difference between the actual state and the desired state to be a need driven by stimuli from inside or outside the buyer, then continues to search for information relevant to that need. Using the available information, a set of brands is created that supposes the final choice, with the help of some concepts, the consumer decides on the purchase option, finally after buying the product, the consumer experiences satisfaction or dissatisfaction on several levels. Related to the research topic raised, namely the decision of new students to choose SMK HKTI Temanggung.

Decision Indicators

According to Kotler (2002), decision indicators include the following: Problem Reaction, Arising from the existence of individual needs, a person can make decisions with the problem of needs for a good or service. Information search, It can be from private or public sources, such as looking for information directly by asking people who have used the goods or services, and looking for information using social media. Evalution of alternatives By doing comparisons, someone after getting information about a brand, the next action is to compare quality with other brands. Purchase decision, After comparing brands, consumers will make a selection decision, including location and facilities

Conceptual Framework of Thinking

A research framework is a conceptual model of how theory relates to various problem- solving factors. The relationships between a number of different variables are described and explained within the framework. The theoretical framework of this research is

Research Hypothesis

A hypothesis is a temporary answer to a problem statement that still needs to be proven. Hypotheses as follows: The following is an arrangement of hypotheses based on the development of thinker framework theory:

H1: The attractiveness of graduates is thought to affect the decision to become a new student of SMK HKTI Temanggung.
H2: The quality of academic services is thought to affect the decision to become a new student of SMK HKTI Temanggung.
H3: The image of the school is suspected to affect the decision to become a new student of SMK HKTI Temanggung.

Method, Data, and Analysis

Research Design

The quantitative analysis method is the research design used in this study, where Sugiyono (2011) describes the research design as a means used for data collection, researching populations or samples, and analyzing data with the aim of knowing a condition in the research target through observation, submission of questionnaires or interviews presented in the form of numbers so that they can be calculated and measured. The purpose of this study was to determine the influence of the attractiveness of graduates and the quality of academic services and school image on the decision to become a new student of SMK HKTI Temanggung.

Population

Sugiyono (2016) said that population is a division of territory covering the entire research target or subjects with certain qualities and characteristics that are set to be studied and conclusions drawn. Or it can be concluded that the population is in the form of the entire number of individual units to be studied that have met certain conditions in an area with characteristics and relationships to research problems. The population in

this study includes all students of SMK HKTI Temanggung for the 2022 period as many as 287 students.

Samples

The sample is the part of the population to be studied with a certain minimum number as a representation of all objects in an area. The sample includes characteristics of the population (Sugiyono, 2016). Sampling in this study uses probability sampling techniques that use a simple random sampling method, where sampling is carried out randomly without paying attention to differences in the population (Sugiyono, 2001). Statistical calculations are needed to determine the amount using the slovin formula. The use of this formula applies to determine the sample with a known number (Sugiyono, 2007) where the population in this study is active students of SMK HKTI Temanggung for the 2022 academic period with a total of 287 students. The provision of the precision level of sampling is as much as 10%.

Data collection techniques and instruments Primary Data

Primary data were used in the data collection process of this study, derived from questionnaires, which were used to collect information by providing respondents with a list of statements to be objectively discussed. Data from questionnaires shared with respondents via social media using Google Forms were then analyzed to provide empirical evidence of the adoption model that had been developed. This is done by asking several questions or statements to students of SMK HKTI Temanggung. From the respondents then chose the answers given by student responses to the question "The Influence of Graduate Attraction, Quality of Academic Services, and School Image on the Decision to Become a New Student at SMK HKTI Temanggung. Furthermore, respondents' answers were measured using a Liker scale. The liker scale contains five categories of answer preferences with options including:

Secondary Data

The use of literature research to back up primary data called secondary data such as articles, journals, documents, the internet, and other sources are all used in literature studies to gather theoretical foundations for measuring variables.

Result and Discussion

Validity Test

Validity Test is a test used for valid measurement tools, or whether or not a questionnaire is valid. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2011). The results of this study from data processing using spss are presented in the table as follows:

Question Item	r calculate	r table	Information
X1	0,695	0,2287	Valid
Graduate Attraction	0,838	0,2287	Valid
	0,794	0,2287	Valid
	0,714	0,2287	Valid
X2	0,693	0,2287	Valid
Quality of Academic Services	0,722	0,2287	Valid
	0,545	0,2287	Valid
	0,793	0,2287	Valid
	0,824	0,2287	Valid

X3	0,841	0,2287	Valid
School Image	0,802	0,2287	Valid
	0,823	0,2287	Valid
(Y)	0,697	0,2287	Valid
The Decision to Become a New Student	0,865	0,2287	Valid
	0,727	0,2287	Valid
	0,812	0,2287	Valid

Based on the results of the table above, using the number of respondents 74 students, the r table value was found from the data r pearson product moment with df (degree of freedom) = n-2, so df 74-2 = 72, then it can be obtained r table = 0.2287. Of all the variable results of graduate attractiveness (X1), quality of academic service (X2), school image (X3) and decision to become a new student (Y) with 16 question items, all r values were calculated > r tables that can be bound to all valid variables.

Reliability Test.

A reliable instrument is an instrument that when used several times to measure the same object will still produce the same data. In this study, the reliability testing used was Cronbach's Alpha technique with the help of the SPSS IMB program. The basis for decision making in the reliability test is that the Cronbach Alpha value is > 0.06, then the questionnaire or questionnaire is considered realistic or comsisten, and if the Cronbach Alpha value is < 0.06, the questionnaire is not reliable or inconsistent.

Question Item	*Cronbach Alpha*	Information
Graduate Attraction	0,668	Reliabel
Quality of Academic Services	0,737	Reliabel
School Image	0,761	Reliabel
The Decision to Become a New Student	0,846	Reliabel

Based on the results above, which shows the results of the reliability test which can be seen from the Cronbach Alpha value that all dependent and independent variables have a value of more than 0.6, the variable of graduation attractiveness with a value of 0.668, the variable of academic service quality with a value of 0.737, the variable of school image 0.761 and the variable of decision to become a new student 0.846, which can be stated reliabel.

Normality Test

The normality test aims to test whether in the regression model the dependent variable, confounding or residual variable has a normal distribution or not, with graph analysis and statistical tests (Ghozali, 2018). Testing the normality of data can be done with graphs and using Kolmogorov Smirnov's One Sample with criteria, If the significant value > 0.05 then it can be stated that the residual distribution of the research data is normal, otherwise If the significant value < 0.05 then it can be stated that the residual distribution of the research data is abnormal. Here are the normality test results:

One-Sample Kolmogorov-Smirnov Test		Unstandardize d Residual
N		74
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.87402586
Most Extreme Differences	Absolute	.081
	Positive	.043
	Negative	.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.200[c,d]

The results in the table above using the Kolmogorov-Smirnov One-Sample Test which has a significance value of 0.200 which means greater than 0.05, it can be concluded that the data in this study is normally distributed and can meet the normality assumption because the sig value > 0.05.

Multicollinearity Test

Multicollinearity test to test whether the regression model found a correlation between independent variables, a good regression model should not have a correlation between independent variables (Ghozali, 2018). To test multicollinearity in this study is to use the value of tolerance and variance inflation factor (VIF). The criteria in concluding the VIF test are: If the tolerance value is more than 0.1 or equal to VIF > 10, multicollinearity occurs, and vice versa, if the tolerance value is less than 0.1 or equal to VIF < 10, multicollinearity occurs. Here are the results of the multicollinearity test:

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.727	2.918		.592	.556		
	TOTAL X1	.521	.188	.264	2.767	.007	.940	1.064
	TOTAL X2	.284	.106	.257	2.672	.009	.927	1.079
	TOTAL X3	.563	.118	.445	4.769	.000	.986	1.014

Coefficients[a]

Based on the results of the table data above, it can be seen that the Tolerance value of all variables is greater (>) than 0.1 and the VIF value of all variables above is less than (<) 10. It can be concluded that all variables from the regression equation model do not contain symptoms of multicholinerity and all variables in this study can be used.

Heteroscedasticity Test

The heteroscadasticity test in multiple linear regression models is to look at the scatterplot graph. If there is no definite pattern and it does not extend above or below the zero on the y-axis, it can be said that there is no heteroscedasticity. In addition to using scatterplot charts. A good research model is one in which there are no symptoms of heteroscedasticity. Ghozali (2018). Here are the results of the Heteroscedasticity Test:
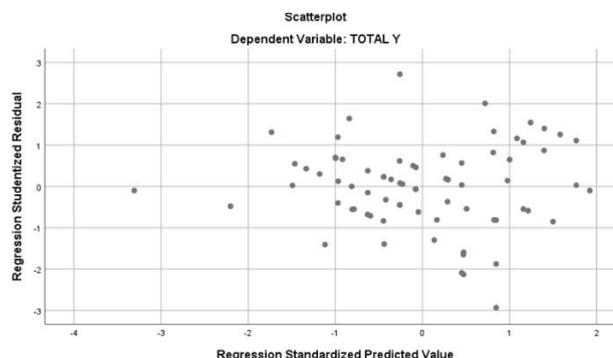
Based on the results of the picture above, which uses a heteroscedasticity test with a scatterplot graph, there are points that are unclear patterns and spread between the numbers 0 on the Y axis, so it can be concluded that in this study there is no heteroscedasticity in the regression model.

Multiple Linear Analysis

Multiple linear regression analysis is used to determine the influence or linear relationship between the independent (X) and the dependent variable (Y). The steps used in multiple linear regression analysis are with the following equation:

			Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.727	2.918		.592	.556		
	TOTAL X1	.521	.188	.264	2.767	.007	.940	1.064
	TOTAL X2	.284	.106	.257	2.672	.009	.927	1.079
	TOTAL X3	.563	.118	.445	4.769	.000	.986	1.014

Based on the table above the multiple linear regression equation in this study is formulated as follows :

Y = 1.727 + 0,521X1 + 0,284X2 + 0,563X3 + e

From the equation above it can be interpreted that:

a. The constant value has a value of 1.727 which explains that if the variables of graduate attractiveness, quality of academic services, school image remain, then the decision to become a new student is worth 1.727.

b. The results of the table above, the regression coefficient value of the graduate attractiveness variable (X1) is 0.521 which can be interpreted that the graduate attractiveness variable has a positive influence on the decision to become a new student. This is if there is an increase in 1 graduate attractiveness variable that can affect the decision variable to become a new student by 52.1%.

c. The results of the table above, the regression coefficient value of the academic service quality variable (X2) is 0.284 which can be interpreted that the academic service quality variable has a positive influence on the decision to become a new student. This is if there is an increase in 1 academic service quality variable that can affect the decision variable to become a new student by 28.4%.

d. The results of the table above, the regression coefficient value of the school image variable (X3) is 0.563 which can be interpreted that the school image variable has a positive influence on the decision to become a new student. This is if there is an increase of 1 school image variable can influence the decision variable to become a new student by 56.3%.

Test T (Partial)

The t test basically shows how far the influence of an independent variable individually explains the dependent variable, the test uses a significance level of 0.05. The result criteria for the t test are based on the Sig value. t value (a = 0.05) is as follows. If t count > t table, then H0 is rejected and Ha is accepted, which means that there is a significant partial effect between the independent variables on the dependent variable. Conversely, if the value of t count <t table, then H0 is accepted and Ha is rejected, which means that there is no significant partial effect between the independent variables on the dependent variable. Following are the results of the partial t test: Based on the values in table 4.9, in the t table and the significance table it can be interpreted as follows:

a. Graduate Attractiveness (X1)

The variable of graduate attractiveness has a calculated t value of 2.767 > 1.994 t table and has a significance value of 0.007 < 0.05. Then H1 is accepted and H0 is rejected, which means that the variable of graduate attractiveness has a positive and significant effect on the decision variable to become a new student. It can be concluded that if the attractiveness of graduates (X1) is higher,

the decision to become a student (Y) is also higher. This means that the attractiveness of graduates affects significantly by having the largest calculated t value among them.

b. Quality of Academic Services

The variable of academic service quality has a calculated t value of 2.672 > 1.994 t table and has a significance value of 0.009 < 0.05. So H2 is accepted and H0 is rejected, which means that the variable quality of academic services has a significant positive effect on the decision variable to become a new student. It can be concluded that if the quality of academic services (X2) is higher, the decision to become a student (Y) is also higher. This means that the quality and facilities in schools that are quite good, can affect significantly

c. School Image

The school image variable has a calculated t value of 4.769 > 1.994 t table and has a significance value of 0.000 < 0.05. Then H3 is accepted and H0 is rejected, which means that the school image variable has a positive and significant effect on the decision variable to become a new student. It can be concluded that if the image of the school (X3) is higher, the decision to become a student (Y) is also higher. This gives meaning to the image of the school by maintaining a good name in the school, can significantly affect the decision to become a new student.

Test Coefficient of Determination (R2)

The coefficient of determination (R2) is used to determine how much influence the independent variable has on the dependent variable. The values of the coefficient of determination are zero and one. The greater R2 (close to 1) the better the results for the regression model and if it is closer to 0 then the independent variable cannot explain the dependent variable thoroughly. The following are the results of the coefficient of determination (R2) test:

Model Summary^b

Model	R	R Square	Adjusted Error	Std. Error of the Estimate
1	.633a	.400	.375	1.91376

a. Predictors: (Constant), TOTAL X3, TOTAL X1, TOTAL X2
b. Dependent Variable: TOTAL Y

Based on the table above, the value of the coefficient of determination (R2) which can be seen in the Adjusted R Square table is 0.375 which means the influence of the variables of graduate attraction (X1), academic service quality (X2), and school image (X3) on the decision variable to become a new student by 37.5% while the remaining 62.5% is influenced by other variables, such as promotion, school environment, and school culture.

Conclusion

The results of the research carried out and the discussion of the results, the conclusions that can be drawn in this study are as follows:

1. here is a positive influence between the variable of graduate attractiveness (X1) on the decision variable to become a new student (Y) with partial test results having a calculated t value of 2.767 and a significance value of 0.007
2. There is a positive influence between the variable of academic service quality (X2) on the decision variable to become a new student (Y) with partial test results having a calculated t value of 2.672 and having a significance value of 0.009.

3. There is a positive influence between the school image variable (X3) on the decision variable to become a new student (Y) with partial test results having a calculated t value of 4.769 and having a significance value of 0.000.

Suggestion

Based on the explanation of the conclusions above, suggestions can be taken as follows:
1. For Schools
   a. It is expected to maintain the attractiveness of graduates with the highest indicator, namely Graduates of SMK HKTI Temanggung get compensation at work in accordance with the skills possessed.
   b. Improve or facilitate access regarding, academic services to students of SMK HKTI Temanggung, because it can encourage the growth of the number of prospective new students by having adequate facilities such as their own sports fields, parks, halls etc.
   c. Can maintain the image of SMK HKTI Temanggung schools with the highest indicators, namely SMK HKTI Temanggung has an image that provides optimal service
2. Share Future Research
   a. This study has several variables that can be used as a reference for future research, with the hope of adding other variables that can influence the decision to become a new student such as promotion, school environment, and school culture.
   b. The next research can present research with different methods, namely with qualitative methods
   c. It is expected that the next study will examine how to compare two or more variables, to find out the comparison of the object being studied

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