

**SCHOOL CHARACTERISTICS, SKILL COMPETENCY, SCHOOL IMAGES AND OF
THE PARENTS SOCIAL CLASSES IN AFFECTING STUDENT DECISIONS TO
CHOOSE MIDDLE VOCATIONAL SCHOOLS AT VOCATIONAL SCHOOLS
IN PALANGKA RAYA CENTRAL KALIMANTAN**

Lelo Sintani

(Faculty of Economics and Business University of Palangka Raya, Palangkaraya Indonesia)
e-mail : lelosintani@gmail.com

ABSTRACT

This study was conducted to measure and analyze the effects of the School Characteristics, the Skill Competences, the Vocational School Image, and Parents' Social Classes on the Students' Preference in Selecting the Vocational Middle Schools in Palangka Raya.

This study used a descriptive quantitative method. The population of this study was the Tenth Graders of Vocational Middle Schools Palangka Raya, specifically in the SMK Negeri 1 Palangka Raya, SMK Negeri 2 Palangka Raya, and SMK Negeri 3 Palangka Raya. To determine the number of the samples, Slovin Formula was applied. Data collection methods were obtained by interviewing the entitled and authorized parties who provided the data, through questioners by giving and distributing the questioners to the respondents (acted as the samples) who answered those questions, and the Study of documentation by collecting and studying the data relating to this study. The data that verify the assumptions were analyzed with Descriptive Analysis, Factor Analysis, and Multiple Regression Analysis.

The result of the Descriptive Analysis concluded that the variables such as the school characteristics, the vocational skills offered, the school image, and the social classes of the parents were the important factors in students' preference to continue their study in the vocational high school in Palangka Raya, Central Kalimantan. Thus, based on analyzing the confirmatory factors, each of question indicators of the variables was valid and reliable and indicators of each factor were accurate to measure those variables. The Multiple Regression Analysis indicates that based on the F-test, it was obtained that the school characteristics, the vocational skills offered, the school images, and the social classes of the parents affected simultaneously on the students' preference in selecting the Vocational High School, and the value of the coefficient of determination shows that about 54.50% of the total variation of the students' preference can be accounted for by the four variables. Moreover, the *t*-test result indicates partially that the variables of the school images and the vocational skills are significantly positive to influence the students' preference in selecting the vocational school, which the variable of the school image is more dominant. However, the school characteristics and the parents social classes are not significantly affecting on the students' preference to select the vocational school in Palangka Raya, Central Kalimantan.

Keywords:

School Characteristics, Skill Competency, School Image, Parents' Social Classes and Student Preference

ABSTRAK

Penelitian ini dilakukan untuk mengukur dan menganalisis pengaruh Karakteristik Sekolah, Kompetensi Keahlian, Citra Sekolah Kejuruan, dan Kelas Sosial Orangtua pada Preferensi Siswa dalam Memilih Sekolah Menengah Kejuruan di Palangka Raya.

Penelitian ini menggunakan metode kuantitatif deskriptif. Populasi penelitian ini adalah siswa kelas X Sekolah Menengah Kejuruan Palangka Raya, khususnya di SMK Negeri 1 Palangka Raya, SMK Negeri 2 Palangka Raya, dan SMK Negeri 3 Palangka Raya. Untuk menentukan jumlah sampel, Formula Slovin diterapkan. Metode pengumpulan data diperoleh dengan mewawancarai pihak-pihak yang berhak dan berwenang yang menyediakan data, melalui kuesioner dengan memberikan dan mendistribusikan kuesioner kepada responden (bertindak sebagai sampel) yang menjawab pertanyaan-pertanyaan itu, dan Studi dokumentasi dengan mengumpulkan dan mempelajari data berkaitan dengan penelitian ini. Data yang memverifikasi asumsi dianalisis dengan Analisis Deskriptif, Analisis Faktor, dan Analisis Regresi Berganda.

Hasil Analisis Deskriptif menyimpulkan bahwa variabel seperti karakteristik sekolah, keterampilan kejuruan yang ditawarkan, citra sekolah, dan kelas sosial orang tua adalah faktor penting dalam preferensi siswa untuk melanjutkan studi mereka di sekolah menengah kejuruan di Palangka Raya, Kalimantan Tengah. Dengan demikian, berdasarkan analisis faktor konfirmasi, masing-masing indikator pertanyaan dari variabel itu valid dan dapat diandalkan dan indikator masing-masing faktor akurat untuk mengukur variabel-variabel tersebut.

Analisis Regresi Berganda menunjukkan bahwa berdasarkan uji-F, diperoleh bahwa karakteristik sekolah, keterampilan kejuruan yang ditawarkan, citra sekolah, dan kelas sosial orang tua secara simultan mempengaruhi preferensi siswa dalam memilih Sekolah Menengah Kejuruan. , dan nilai koefisien determinasi menunjukkan bahwa sekitar 54,50% dari total variasi preferensi siswa dapat dihitung oleh empat variabel. Selain itu, hasil uji-t menunjukkan secara parsial bahwa variabel gambar sekolah dan keterampilan kejuruan secara signifikan positif untuk mempengaruhi preferensi siswa dalam memilih sekolah kejuruan, di mana variabel gambar sekolah lebih dominan. Namun, karakteristik sekolah dan kelas sosial orang tua tidak secara signifikan mempengaruhi preferensi siswa untuk memilih sekolah kejuruan di Palangka Raya, Kalimantan Tengah.

Kata kunci:

Karakteristik Sekolah, Kompetensi Keahlian, Citra Sekolah, Kelas Sosial Orang Tua dan Preferensi Siswa

INTRODUCTION

Education is deliberate efforts development in order to realize the potential of a civilized society, morality, personality, intelligent and have a prosperous life skills (spiritual knowledge-based society).

One of the government's strategic policy composed in order to expand equity and education access is to expand access to education at vocational schools (SMK) in accordance with the needs and the local advantage. In accordance with the policy of the central government, that in 2007 the construction of SMK must be propagated and restrict public high school (SMU). The policy commitments set out in the strategic plan (strategic plan) Ministry of National Education (MONE) in improving the development of life skills education SMK Expansion program is implemented through the addition of more flexible vocational education in accordance with labor market claim developing.

In addition to strengthen programs include SMK expand both public and private sector to achieve the composition of SMA and SMK which turned into 30: 70 in 2015. This policy was adopted after the fact found the majority of educated unemployed are graduates of secondary education who do not have skills to enter the world of work.

In addition to strengthen programs include SMK expand both public and private sector to achieve the composition of SMA and SMK which turned into 30: 70 in 2015. This policy was adopted after the fact found the majority of educated unemployed are graduates of secondary education who do not have skills to enter the world of work.

The interest of the public received vocational schools good enough because each year has increased, it indicates the development of public awareness of the workforce. But not evenly distributed on all of the existing Vocational High School, even on certain Skills Competency less demand by the public.

Purnama (2001) stated "the product is anything that can be offered to a market to satisfy the wants and needs". According to Engel et al., 1994, defined as a social class strata) people are equal in the continuum of social status. Social class refers to the same grouping in their behavior based on their economic position in the market"

Understanding of social class is important to understand the consumer, because of two things: first consumers using lifestyle hinted at in their social class, both upper-middle lifestyle tends to be accepted by the general public.

Image is a perception to an object formed malalui messages received. Image are visual; pictures; illustration that belongs to someone lot about the person of, company, organization, or product; mental impression or visual images generated by a word, phrase, or sentence, and is a basic element that is typical of prose and poetry; data or information from aerial photographs for evaluation material.

Definition of consumer behavior by Shiffman and Kanuk (2000) are "Consumer behavior can be defined as the behavior that customer display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas they expect will satisfy they needs". Definition of it behavior observed means that what customers looking for, purchasing, using,

evaluating and ignore the products, services, or ideas that are expected to satisfy their needs by consuming the products or services offered.

Yuliati (2009) found 12 factors that considered students to choose Sekolah Menengah Kejuruan: (1) factors to reach dreams, (2) School Physical Condition Factors, (3) School Environment factors, (3) School Fees Factors, (4) School Public Relation Factors, (5) Plan Factors, (6) School Strategic Location Factors, (7) Parents Support Factors, (8) Suitability Majors Factors, (10) Inner Happiness Factors, (11) Skilled Employees Factors, (12) Parents Support Factors.

Maryati (2009), found that the factors of school conditions, sub-factor of a more promising future dominant effect on all school groups. Then followed the flexibility factor in choosing majors, then the achievements of the school and the smallest influence are sub factors of school facilities, economic characteristics, economic conditions of the sub factors have the most impact on all school groups. Then followed by sub factor transportation costs, and the smallest influence are sub factor of school fees.

Kalsum (2008), found that the product, price, promotion, place, people, processes, and services, significantly influence the decision of choosing a student at the Faculty of Economics University of Al-Azhar Medan. Partially the dominant influence on the decision of students.

This study was conducted to measure and analyze the effects of the School Characteristics, the Skill Competences, the Vocational School Image, and Parents' Social Classes on the Students' Preference in Selecting the Vocational Middle Schools in Palangka Raya

Based on the background, theory and previous research studies the conceptual framework as follows:

I. Research Method

The study was conducted in the city of Palangkaraya on SMK Negeri 1 Palangkaraya, SMK Negeri 2 Palangkaraya and SMK Negeri 3 Palangkaraya..

This type of research is quantitative descriptive where according to Nazir (2005) found: the descriptive method are a method in researching the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present.

The study population was student of SMK Level X in the city of Palangkaraya namely SMK 1 Palangkaraya, SMK Negeri 2 Palangkaraya, SMK Negeri 3 Palangkaraya with the number of 939 people. Umar (1999) states "To determine how minimum samples required if the population size is known, can be used Slovin's Formula is 91 students

Definition of Variable Operations : 1) School characteristics (X1) are services offered by schools that benefit students with indicators : a) Infrastructure means one that plays an important role in the smooth teaching and learning process and improvement of students' academic achievement, b) Extracurricular is an educational activity outside the subject and counseling services to help the development of students in accordance with their needs, potential, talents and interests through activities that are specifically organized by educators or educational staff who are capable and authorized in school, c) School environment is the sum of all living and

inanimate objects as well as all the conditions that exist in formal educational institutions that systematically carry out educational programs and help students develop their potential.2) Expertise competence (X2) is the knowledge, skills and abilities required or as a reference so that the individual is professional, superior, effective and efficient in completing work offered by the school.3)Smk image (X3) is the perception of an object that is formed through the messages received. image is likeness; picture; a picture that many people have of a person, company, organization, or product.4) Parents' Social Class (X4) is the division of community members into a different class status hierarchy so that the members of each class have relatively the same status, and other class members have higher or lower status. 5) The decision to choose SMK (Y) is an action of students directly to choose SMK in the city of Palangka Raya.

To obtain the necessary data methods of data collection used are as follows:1) Interview to those entitled and authorized to provide data related to the study of SMK city of Palangkaraya.2) The list of questions (questionnaire), data collection techniques by providing or distributing a questionnaire to a sample of respondents, which provides a response to the question list.3) a study of documentation by collecting and studying the relevant data and supporting research are obtained from SMK Kota Palangkaraya, libraries and other data that supports research.

The stages of data analysis in this study are as follows :1). Descriptive analysis, the aim is to gain an overview of from the object of the research is a frequency table, which is to determine the percentage of each score the answers to the questionnaire.2) Factor analysis, the aim is to reduce the number of variables in a way similar to the grouping variable. Factor analysis used in this study was Confirmatory factor analysis. In the confirmatory factor analysis, one a priori based on the foundation of the theories and concepts that are owned, he already knows how many factors you should be formed, as well as latent variables what is included in these factors (Solimun, 2002). 3) Multiple regression analysis (multiple regression analysis) was used to measure the relationship and the influence of independent variables on the dependent variable.

II. Result

Descriptive analysis results showed that the school characteristic variables, skill competence variables, school image variables, parents social class as an important factor in the consideration for students to chose to continue SMK education in the city of Palangkaraya in Central Kalimantan.

Results of Confirmatory Factor analysis (CFA) using SPSS 15 software can be seen in the following table :

Results of Confirmatory Factor analysis (CFA)

Questionare	KMO	MSA	Extraction Factoring	Total Eigenvalue
School Characteristic (X1)	0,878			4,596
X1.1		0,916	0,640	
X1.2		0,869	0,776	
X1.3		0,829	0,611	
X1.5		0,812	0,287	
X1.6		0,914	0,538	

Questionare	KMO	MSA	Extraction Factoring	Total Eigenvalue
X1.7		0,864	0,758	
X1.8		0,897	0,709	
X1.9		0,948	0,275	
Skill Competence (X2)	0,792			3,441
X2.1		0,741	0,723	
X2.2		0,752	0,575	
X2.3		0,801	0,628	
X2.4		0,805	0,328	
X2.5		0,844	0,588	
X2.6		0,840	0,597	
Image of School (X3)	0,829			3,602
X3.1		0,870	0,135	
X3.3		0,834	0,704	
X3.4		0,803	0,596	
X3.5		0,884	0,867	
X3.6		0,832	0,732	
X3.7		0,793	0,748	
Social Class (X4)	0,727			2,669
X4.1		0,722	0,495	
X4.2		0,821	0,606	
X4.3		0,696	0,619	
X4.4		0,715	0,388	
X4.5		0,689	0,560	
Decision (Y)	0,712			2,841
Y1		0,659	0,550	
Y2		0,664	0,506	
Y3		0,708	0,474	
Y4		0,786	0,614	
Y7		0,713	0,370	
Y9		0,793	0,326	

Source: data processed (2012)

Based on the calculation of the confirmatory factor analysis of each indicator questions for each factor is declared valid and reliable, except for the indicator X1.4 on school characteristics variables, indicators X3.2 on variables and indicators Image of School Y5, Y6, Y8 on a decision variable. But with omitted the indicators of other indicators that are still able to measure these factors. In addition from the this factor analysis proves found indicators from the each factor is appropriate to measure these factors. This is evident from the grouping of indicators for each factor.

To measure the effect of school characteristics, expertise competencies, school image and social class on students' decision to choose a vocational school in Palangkaraya City using multiple regression analysis. Furthermore, the results of multiple regression analysis are as follows the table:

Coefficients ^a

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.203	3.294		.365	.716
Karakteristik Sekolah	.045	.055	.086	.832	.408
Kompetensi Keahlian	.300	.081	.306	3.700	.000
Citra SMK	.562	.103	.606	5.467	.000
Kelas Sosial Org Tua	.019	.062	.024	.312	.756

a. Dependent Variable: Keputusan Memilih SMK

Based on the table above, it is proven that the expertise competency and image of SMK have a significant positive effect on the decision to choose SMK. While the characteristics of the school and the social class of parents of students have a significant positive effect on the decision of students to choose SMK.

To measure the magnitude of the contribution of school characteristics, expertise competencies, school image and social class to variations in the decision of students to choose school as shown in the following table:

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.545	.524	2.287

a. Predictors: (Constant), Kelas Sosial Orang Tua, Kompetensi Keahlian, Karakteristik Sekolah, Citra SMK

b. Dependent Variable: Keputusan Memilih SMK

Based on the analysis results obtained R Square (R²) value of 0.545 means that 54.50% of the decision to choose students can be explained by the variables of school characteristics, skills competency, School Image and social class while the remaining 45.50% is influenced by other variables not examined in this research model.

Discussion

1. Effect of Characteristics Educational Implications to Students Decision

From t_{value} , the effect of school characteristics variables (X1) of 0.832. This means that t is smaller from the t_{table} of 1.98793. To see the significant variables of school characteristics acquired a significance level of 0.408 when compared to the 95% confidence level (0.05), means that the variable characteristics of the schools in this study is not significant because of the significant value of $0.408 > 0.05$.

The results of the analysis and testing of school characteristics variables to the decision of choosing of students describe the relationship negative and insignificant. Thus the hypothesis that school characteristics variables affect positively and significantly to the decision variables select students proved, therefore the hypothesis is not accepted.

These findings indicates that student's motivation in choosing a SMK in the city Palangkaraya is not influenced by the characteristics of the school. This is different with

a previous study conducted by the Sri Maryati in his research titled the factors which influence people's preferences in selecting SekolahMenengahKejuruan (SMK) in Semarang. The results showed that characteristics of the the condition of schools have an influence in the decision to select incoming of students SMKN. This happens considering the SMK in the city of Palangkaraya has facilities / infrastructure which is no different, the same extracurricular activities, locations and environments that are relatively similar.Implications of managerial policy are not to SMK in the city of Palangkaraya has nonstandard facilities / infrastructure.

2. Effect of Skills Competency against Students Decision

From t_{value} , the effect of variable membership competence (X2) of 3700. This means that t is greater from the t_{table} of 1.98793 So we can say that the variables of competence skills had a significant influence. Then H_0 is rejected and H_a accepted means that competency skills influence on the Decision. To see the significance from the variables competency skills acquired significance level of 0.000 when compared to the 95% confidence level ($\alpha = 0.05$), means that the variable competency skills in this study are significant because the significance value $0.000 < 0.05$.

The results of the analysis and testing of the decision variables competency skills of students describe positive and significant relationship. Thus the hypothesis that the variables competency skills and significant positive effect on the variable of students decision to choose proven, therefore the hypothesis is accepted.

This finding indicates that student motivation in choosing SMK competence is influenced by the expertise offered by vocational high school (SMK) itself.

Theoretical study that was done showed that findings from this study are consistent with the opinion of Purnama (2001) stated "the product constitute anything that can be offered to a market to satisfy the wants and needs".

This is supported by a previous study conducted by the Sri Maryati in his research titled the factors which influence people's preferences in selecting SekolahMenengahKejuruan (SMK) in Semarang. Flexibility in choosing majors have positive influence decision terhadap incoming students choose SMK.

As well as the results of research conducted by FitrianaYuliati entitled Analysis of Factors Motivation Students Choose SMK Negeri 1 Pujon. The results showed found 12 new factors, one of which majors suitability factors.

Managerial policy implication was competence expertise offered by the SekolahMenengahKejuruan to the community must pay attention to the development of the needs of the Business World / World Industrial and community needs.

3. Effect of the Image of School against the students decision

From t_{value} , the effect of variable image School (X3) of 0, 5467. This means that the t is greater from the t_{table} of 1.98793 So we can say that image of school variables have a significant influence. So H_0 rejected and H_1 accepted means that image of Schools have an

influence on decision to choose. To see the significance from the school of image variables acquired a significance level of 0.000 when compared to the 95% confidence level ($\alpha = 0.05$), means that the variable image the School in this study are significant because the significance value $0.000 < 0.05$.

The results of the analysis and testing of the decision image of school variables indicates students describe positive and significant relationship. Thus the hypothesis that the image variable Educational positive and significant effect on the variable of students decision to choose proven, therefore the hypothesis is accepted.

Theoretical study that was done indicates that the findings from this study is in line with the opinion of J NugrohoSetiadi (2008) that consumers with a positive image of a brand are more likely to make a purchase.

These findings indicates that the student's motivation in choosing a SMK is influenced by image of school itself. This finding is supported by the results of research that examines Rahma (2009) on the analysis of the influence of service quality and brand image of the buying interest and its impact on purchasing decisions in the city of Semarang stated that the image of the brand and quality of service influence on buying interest in increasing the purchasing decision.

These findings indicates that the student's motivation in choosing a SMK is influenced by image of school itself. This finding is supported by the results of research Muhammad Farid that examines the influence of self-understanding, guidance and counseling services, and the image of the School to the interest of junior high school students to continue their studies to a SMK in the district of Temanggung stated that there are positive influence image of School to interest junior high school students continue studies to SMK.

Managerial policy implication is that the reputation of vocational, community trust and good management of the seven indicators that there are factors that are very considered in Citra Schools that can motivate students to choose vocational schools (SMK).

Then Vocational High School (SMK) should build a good image through imaging completeness, promotion and improve human resource management.

4. Effect of the Social Class Parents to Students Decisions

Based on the t_{value} , the influence of social class variable of 0.312. This means that t is smaller than t_{table} of 1.98793, meaning social class variables do not have a significant. So H_0 rejected and H_1 accepted, meaning social class does not affect the decision to choose. To see significance of social class variable acquired a significance level of 0.756 when compared with a 95% confidence level ($\alpha = 0.05$), meaning social class variable in this study is not significant because of the significant value of $0.756 > 0.05$.)

The results of the analysis and testing of the variable social class of parents to choose the student's decision in the relationship is negative and not significant. When viewed from the kind of work the parents of respondents the average work of parents are civil servants,

followed by private sector employees, traders and businessmen. While the professionals (doctors, lawyers, professors) do not exist.

This finding contrasts with the results of research by CaturHidayat on research conducted that there is a relationship between socio-economic status of parents with junior high school students' interest to continue to SMK.) (So the higher socio-economic status of parents of SMP hence the interest to continue to SMK low. Likewise, recent research results Gunadi (2008) on interest Login Vocational High School in Kecamatan Wonosari Gunung Kidul). The results of this study prove that there is a negative relationship between socio-economic status parents with an interest in SMK).

The implication that the developments of society are now beginning to change the way of thinking and viewpoints to various aspects of life including education and the business world as well as the various policies that have been made by the government so that CMS is not only in demand by certain circles. It is through changes in the curriculum that allows vocational school graduates to continue their education to a higher level.

IV. Conclusion

T-test results prove that competency skills and Image Schools have a significant influence on the decision-makers choose the students in vocational schools in Palangkaraya). Also prove that the characteristics of schools and social class parents do not have a significant influence on students decision in choosing to continue education at vocational schools in Palangkaraya.)

Special variable social class terms the possibility of development of the present government is always doing various policies in an effort in coaching SMK in following the development of the business / industrial world and the development of science education, one of which is the curriculum change and government policies that allow vocational school graduates to continue their education to the next level higher). While the variable characteristics of schools that are possible given the vocational school in the city of Palangkaraya has the facilities and infrastructure are no different, the same extracurricular activities and locations and environments that are relatively similar.)

Based on the analysis, it can be concluded that school characteristics, competency skills, Citra School and social class parents are able to explain the decision of choosing students Vocational High School (SMK) amounted to 54.50% while the remaining 45, 50% explained by other variables)

Reference

- Departemen /Pendidikan Nasional, Direktorat Jenderal Manajemen Pendidikan Dasar dan Menengah, 2009, **Pembangunan Pendidikan SMK**, Jakarta
- Isnaini, 2002, **Analisis Pengaruh Variabel-variabel Bauran Pemasaran Terhadap Keputusan Mahasiswa dalam Memilih Perguruan Tinggi Swasta di Malang**, Tesis, Universitas Brawijaya, Malang
- Kertajaya, Hermawan. 2000, **Marketing Plus 2000**, PT. Gramedia Pustaka Utama, Jakarta.
- Kalsum, Eka Umi, 2008, **Analisis Pengaruh Strategi Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Fakultas Ekonomi Universitas Al-Azhar Medan**, Tesis, Universitas Sumatera Utara, Medan
- Kotler, Philip dan Gary Armstrong. 2004, **Marketing Management**, Edisi Pertama, Penerjemah : David Octarevia, Salemba Empat, Jakarta.
- Kuncoro, Mudrajat. 2003, **Metode Riset untuk Bisnis dan Ekonomi ,Bagaimana Meneliti dan Menulis Tesis**, Penerbit Erlangga, Jakarta.
- Jakarta. 2000, **Research Methods in Finance and Banking**, Penerbit PT. Gramedia Pustaka Utama, Jakarta.
- Lamb, Hair, McDaniel. 2001, **Pemasaran**, Buku 1, Penerjemah : David Octarevia, Salemba Empat, Jakarta.
- Lupiyoadi, Rambat. 2006, **Manajemen Pemasaran Jasa: Teori dan Praktek**, Edisi Pertama, Penerbit Salemba Empat, Jakarta.
- Nitisemito, Alex. 1991, **Manajemen Suatu Pengantar**, Ghalia Indonesia, Jakarta.
- Nugroho J Setiadi. 2003, **Perilaku Konsumen, Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran**, Penerbit Perdana Media Jakarta Timur, Indonesia.
- Payne, Adrian. 2001, **The Essence of Service Marketing**, Diterjemahkan oleh: Fandy Ciptono, Penerbit Andi, Yogyakarta.
- Purnama, Lingga. 2001, **Strategi Marketing Plan**, PT. Gramedia Pustaka Utama, Jakarta.
- Radiosunu. 1993, **Manajemen Suatu Pendekatan Analisis**, Edisi Pertama, Cetakan Pertama, Penerbit Fakultas Ekonomi, UGM, Yogyakarta.
- Raja Hutagaol, Yudicium M. (2009), **Minat Dan Motivasi Siswa Memilih Sekolah Menengah Kejuruan (SMK) Mendorong Peningkatan Mutu Pendidikan di Kabupaten Tapanuli Utara**, Tesis, Universitas Sumatera Utara, Medan
- Schiffman, Leon dan Kanuk L.L. 2008, **Perilaku Konsumen**. Edisi ke Tujuh Terjemahan: Zoelkifli Kasip, Indeks, Jakarta.

- Sekaran, Uma .1992, **Research Methods for Business**, Askil-Building Aproach, Second Edition, John Wiley & Sons Inc, New York.
- Stanton, William J. 1996, **Prinsip Pemasaran**, Edisi Ketujuh, Alih Bahasa : Y. Lamarto, Erlangga, Jakarta.
- Sugiyono. 2002, **Metode Penelitian Bisnis**, Cetakan Ke-empat, Alfabeta, Bandung
- Swastha, Basu. 1996, **Azas-Azas Marketing**, EdisiKetiga, BPFE, Yogyakarta.
- Umar, Husein. 1999, **Riset Pemasaran**, Penerbit PT. Gramedia Pustaka Utama,
- Winardi.1990, **Manajemen Pemasaran**, Cetakan Pertama, Penerbit CV. Sinar Baru, Bandung.
- Yazid. 2001, **Pemasaran Jasa : Konsep dan Implementasi**, EdisiKedua, Penerbit : Ekonsia – Fakultas Ekonomi. UII, Yogyakarta.
- _____ 2000, **Marketing**, Terjemahan: Herujati, Jilid I, Cetakan Kesepuluh, Penerbit Erlangga, Jakarta.
- _____ 1999, **Manajemen Pemasaran**, Diterjemahkan oleh: HendraTeguh, Prenhalindo, Jakarta.
- _____ 1993, **Manajemen Pemasaran**, EdisiPertama, Terjemahan: Herujati Purwoko, Penerbit Erlangga, Jakarta.
- Gunadi, 2008. Minat Masuk Sekolah Menengah Kejuruan di Kecamatan Wonosari Gunung kidul. http://staff.uny.ac.id/sites/default/files/132304806/Jurnal%20JPTK%20Vol%2015,%20No%201,%20Mei%202006_0.pdf. (Januari 2012)
- Kalsum, E. U., 2010. Pengaruh Strategi Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta di Medan. <http://repository.usu.ac.id/bitstream/123456789/4291/1/09E01376.pdf> (4Januari 2012)
- Hidayat, Catur, 2006. Studi Korelasi Antara Status Sosial, Ekonomi Orang Tua dengan Minat Siswa Sekolah Menengah Pertama untuk Melanjutkan keSekolah Menengah Kejuruan. <http://4putciput.weebly.com/uploads/1/3/5/5/1355290/8324207.pdf> (Februari 2012)