The Effect of Quality of Service, Facility and Location on Registration Decision at SMK Telkom 2 Medan

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ABSTRACT

This study aims to determine the effect of service quality, facility and location on decision to register at SMK Telkom 2 Medan. The results of this study indicate that there is a significant effect on the quality of service on decision to register because the value of $t_{count} > t_{table}$ of $3.310 > 1.9913$ and the significance value of $0.001 < 0.05$ is in the area of rejection H0 and Ha received, the facility shows there is a significant influence on decision to register because it has a value of $t_{count} > t_{table}$ of $2.967 > 1.9913$ and its significance value $0.004 < 0.05$ is in the area of rejection H0 and Ha accepted, the location shows there is a significant influence on decision to register because it has a value of $t_{count} > t_{table}$ of $3.173 > 1.9913$ and the significance value $0.002 > 0.05$ are in the area of rejection of H0 and Ha are accepted. Based on the results of simultaneous testing it can be seen that the calculated $F_{count} > F$ table is $24.667 > 2.72$ and the significance value is $0.000 > 0.05$, it can be concluded that the variable quality of service (X1), facility (X2), and location (X3) have a significant effect simultaneously on the register decision variable (Y).

Keywords: Service Quality, Facility, Location, Registration Decision

PRELIMINARY
1.1 Background of the Problem

The flow of globalization has been unstoppable into Indonesia. Accompanied by increasingly sophisticated technological developments, the world is now entering the era of the industrial revolution 4.0, which emphasizes the patterns of digital economy, artificial intelligence, big data, robotic, etc., or known as the phenomenon of disruptive innovation. Facing these challenges, teaching in Vocational High Schools and even higher education is also demanded to change, including in producing quality students in the future. Preparing to face the industrial revolution 4.0 is what is being done by the industrial and manufacturing world in the world. So do not be surprised, if many educational institutions improve in providing educational services that are expected to produce the needed skilled workers.

The choice of school is motivated by several factors so this needs to be a concern of the school to get the expected number of students. According to (Ghozali, 2009) in the research procedure, the term "influence" refers to a correlation or causal relationship, that is, a condition is a cause for another condition (which is an effect).

Telkom Vocational High School 2 Medan is one of the Vocational High Schools in Medan, a subsidiary of PT. Telkom Indonesia, based in the city of Bandung, provides educational services that are expected to face the era of the industrial revolution that has been faced together today. Learning tools that support a significant impact on educational attainment. SMK Telkom 2 Medan has a vocational concentration in various fields that are highly needed in the business and industrial world, the vocational courses available at SMK Telkom 2 Medan are; Schooling Accommodation, Tourist Travel Business, Computer and Network Engineering, and Catering.

In 2016 the number of students had increased but declined again the following year. The decrease in the number of students must be anticipated by the Foundation / School by conducting an investigation into the causes of the number of students who tend to experience this decline. The School has actually set a minimum target level of registrants in 2016 of 150 people.

Based on some of the descriptions above, a study was conducted to find out the factors that influence a person to register at SMK Telkom 2 Medan. In this study selected service quality, facility and location variables as the focus of the study. The study focused on these three variables because it was assumed that these variables had a significant influence on the decision of prospective students to register at SMK Telkom 2 Medan.

1.2 Problem Identification

Based on the background of the problems that have been described above the identification of problems in this study are:

a. There is competition in providing the best educational services among other schools.
b. The level of satisfaction of prospective students influences the decrease in registrants who experience fluctuations every year.

1.3 Problem Formulation

From the research problems described above, the following problem statements can be drawn:

a. How does service quality influence registration decisions?
b. How does the facility influence the registration decision?
c. How does location affect registration decisions?

THEORY BASIS, CONCEPTUAL FRAMEWORK AND HYPOTHESES
2.1. Decision to Register
2.1.1. Definition of Decision to Register

According to (Prawirosentono, 2002) , decisions can be taken carefully if supported by data or information relating to the problem at hand. Cravens in (Arianty, 2016) says that decision making requires knowledge of market needs and trends towards market development, competition, and organizational competitive advantage.

So that decision making can be done properly, wisely, and scientifically, according to Hardiawan in (Arda, Andriany, & Buying, 2019), in making decisions we must pay attention to the sequence of steps in decision making, namely: 1). Identify and formulate problems that require action, 2). Determine possible alternative solutions, 3). Collect and analyze facts relating to the problem, 4). Decide on a solution to the problem.

According to Kotler in (Astuti & Febriaty, 2017) in general, humans act rationally and consider all types of information available and consider everything that can arise from their actions before committing a particular behavior. Consumers will go through five stages: problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior.

There is a fundamental difference between the purchase of goods and the purchase of services that is related to the consumption process and the production process (Tjiptono, 2006). In goods, the stages of purchase and consumption are usually separate. Although there are interactions between marketers and customers during the actual purchase phase, the stage of using goods is usually independent of the marketer's direct influence. Customers can choose when, where and how they use the product. While in the process of purchasing and consumption of services, most services are produced and consumed together. Consequently, service companies have a great opportunity to actively help customers maximize the value of their consumption experience. Service providers can effectively influence the consumption and evaluation process.

2.2 Service
2.2.1 Definition of Service

Service is essentially a series of activities because it is a process, as the service process takes place routinely and continuously covering the entire life of the organization and the community (Swasta, 2009), whereas according to Gasper in (Nasution, 2018) service is defined as an activity on the relationship between suppliers and customers to meet customer needs.

Based on the above understanding it can be concluded that service is a process of providing assistance provided by an organization or company to a person or organization that takes place routinely and continuously which is essentially to meet the needs.

2.2.2 Service Elements

In marketing its products, manufacturers sellers always try to satisfy old and new customers. Good service creates customer loyalty which is increasingly attached and customers do not turn to other companies (Sulistiyono, 2010). Therefore producers need to master the

following elements: 1). Speed. Speed is the time spent serving customers or customers at least the same as the standard service deadline determined by the company. 2). Accuracy. Speed without accuracy in working does not guarantee customer satisfaction. Therefore accuracy is very important in service. 3). Security. In serving consumers, it is hoped that companies can provide a feeling of security in using products or services. 4). Hospitality. In serving customers, company employees are required to have a polite and friendly attitude. Therefore hospitality is very important, especially in companies engaged in services. 5). Convenience. A sense of comfort arises if someone feels himself accepted as is. Thus, companies must be able to provide comfort to consumers.

2.3. Facility
2.3.1. Understanding Facility

Before making a purchase of goods or services consumers will be faced with a main problem that is about what goods or services to be purchased which involve individuals in valuing, obtaining and using economic goods and services. According to (Tjiptono, 2004) facilities are physical resources that must exist before a service is offered to consumers, whereas facilities are part of the service marketing variable that has an important role, because the services delivered to customers are not rarely really require supporting facilities in the delivery.

According to Mudie and Cottam in (Tjiptono, 2004) the elements that need to be considered in determining service facilities are: 1). Spatial Consideration / Planning. Aspects such as symmetry, proportion, texture, color, etc. are considered, combined, and developed to provoke an intellectual or emotional response from the person or viewer. 2). Room Planning. This element includes interior and architectural design, such as the placement of furniture and equipment in the room, circulation flow design and others. 3). Equipment / Furniture. Equipment has a variety of functions, including as a means of protecting small-sized valuables, as display items, as a sign of welcome to customers, and as something to indicate the status of the owner or user. 4). Light. Some things to consider in designing lighting are the color, type, and nature of the activities carried out in the room, and the desired atmosphere. 5). Color. Color can move feelings and emotions Color can be used to increase efficiency in the room, giving the impression of relaxing, reducing accidents. 6). The messages are conveyed graphically. Important and interrelated aspects of this element are visual appearance, placement, choice of physical form, color selection, and selection of the appearance of symbols or signs for a specific purpose.

2.4. Location
2.4.1 Definition of Location

Location means related to where the company must be based and conduct operations. Location is the decision made by the company with regard to where operations and staff will be located (Lupiyoadi, 2001). Location means related to where the company must be based and conduct operations or activities (Lupiyoadi & Hamdani, 2006). Based on some of the definitions above it can be concluded that location is a decision made by the company relating to where it will be located, operating, and where it will place its staff.

2.4.2 Factors That Influence Site or Location Selection

The factors that influence or need to be considered in the selection of places or locations are as follows: 1). Access, for example locations that are traversed or easily accessible by public transportation. 2). Visibility, for example locations that can be seen clearly from the road. 3). Traffic (traffic) (Tjiptono, 2006).

RESEARCH METHODOLOGY

This type of research used in this research is associative research, namely research that connects two or more variables (Ghozali, 2009). In this study, researchers wanted to see the effect of service quality, facilities and location on the decision to register at SMK Telkom 2 Medan. The population in this study is prospective students in SMK Telkom 2 Medan who use the services and facilities of the school.

The sampling technique used is non probability sampling, which is a sampling technique that does not provide equal opportunity for each element or member of the population to be sampled. Whereas the determination of taking the number of respondents (samples) is done through accidental sampling or accidental sampling, ie anyone who

accidentally meets the researcher can be used as a sample (Sugiyono, 2007). From the calculation results above the formula can be obtained by the number of samples to be studied is 80 respondents. Data collection methods used were interviews, questionnaires and literature study. Data analysis techniques are using multiple linear regression, hypothesis testing and coefficient of determination tests.

RESEARCH RESULTS AND DISCUSSION
1. Classical Assumption Test
1.1. Multicollinearity Test

Multicollinearity test aims to test whether in the regression model found a correlation between independent variables (independent). Good regression models should not occur correlation between independent variables. According to (Ghozali, 2009) the value of Variance Inflation Factor (VIF) for multicollinearity is not more than 10 and the tolerance value is above 0.10. The results of the multicollinearity test are listed in the following table 4.1:

Table 4.1
The Result of VIF and *Tolerance*

Research Variable	VIF	*Tolerance*
Quality of Service (X_1)	1.298	0,771
Facility (X_2)	1.371	0,729
Location (X_3)	1.366	0,732

Source: Primary data processed by SPSS, 2019

From table 4.1 above it can be seen that there are no variables that have a VIF value greater than 10 and a tolerance value that is smaller than 10% which means that there is no correlation between independent variables greater than 95%, it can be concluded that there is no inter-variable multicolonierity independent in the regression model. Or in other words the regression model in this study is free from multicollinearity symptoms.

1.2. Normality test

The normality test aims to test whether in the regression model the dependent variable and the independent variable both have normal distributions or not. Detect normality by looking at the distribution of points on the diagonal axis of the graph (Sugiyono, 2007). Graph analysis is done by looking at the histogram and the normal probability plot.

The results of normality testing with graph analysis through SPSS version 16.0 show that the histogram graph shows a normal and symmetrical distribution pattern, not skewing to the right or left. In addition to the histogram graph, normality can also be detected using a normal probability plot graph. In the normal graph, the probability plot above shows the points of spread coincide around the diagonal line, and the spread follows the direction of the diagonal line. It can be stated that the regression model in this study meets the assumption of normality.

1.3. Heteroscedasticity Test

Heteroscedasticity test results show that the points spread randomly both above and below zero on the Y axis and do not form a certain pattern. Thus it can be concluded that there is no heteroscedasticity in the regression model, therefore the regression model in this study is feasible to predict the decision to register based on the input of independent variables which include quality of service, facilities and location.

2. Multiple Linear Regression Analysis

The amount of change in the dependent factor (Y) due to changes in the independent factor (X) can partially be explained through the regression equation obtained. By using the SPSS version 16.0 program, the results shown in Table 4.2 are obtained.

Table 4.2
Multiple Regression Test Results
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.745	1.303		2.875	.005		
Quality of Service	.242	.073	.308	3.310	.001	.771	1.298
Facility	.211	.071	.284	2.967	.004	.729	1.371
Location	.298	.094	.303	3.173	.002	.732	1.366

Source: Primary data processed by SPSS, 2019

Based on the results of the analysis that has been done, the regression equation that is formed is as follows:

$Y = 3.745 + 0{,}308\,X_1 + 0{,}284\,X_2 + 0{,}303\,X_3$

Note :
Y   = Decision to Register
X1   = Quality of Service
X2   = Facility
X3   =Location

From the above equation, it can be explained as follows:
a. The regression coefficient on the variable Service Quality (X1) of 0.308 is positive. This means that if there is an increase in 1 unit of service quality variables where other factors are constant will be able to increase decisions by 0.308. Thus, the hypothesis that reads: "The better the quality of service (Service Quality) of a school, the stronger the decision to register", is the proof.
b. The regression coefficient on the facility variable (X2) of 0.284 is positive. This means that if there is an increase in 1 unit variable facility (X2) where other factors are constant will be a consumer decision of 0.284. Thus, the hypothesis that reads: "The better the facilities (Facility) provided by a school, the stronger the decision to register", is the proof.
c. The regression coefficient on the location variable (X3) of 0.303 is positive. This means that if an increase in 1 unit of location variables (X3) where other factors are constant will be able to increase the decision of 0.303. Thus, the hypothesis that reads: "The more strategic location (location) of a school, the stronger the decision to register", is the proof.

But to test the significance of the regression coefficients, hypothesis testing is still needed using the t test and the F test.

3. Hypothesis Testing
Hypothesis testing is done to test the hypotheses that have been made and see how much influence the quality of service, facilities, and location on the decision to register. Hypothesis testing is done by testing the effect of each variable on registrant loyalty (in the t test) and the influence of factors of service quality, facilities, and location together on the decision to register (in the F test).

a. Partial Test (t test)

The hypothesis being tested is the t test, which is a test to determine the significance of the influence of the independent variable (service quality, facilities and location) partially or individually explaining the dependent variable (the decision to register).

1) From Table 4.2 we can see that the calculated t value of the service quality variable is 3,310 with a significance level of 0.001. Because the value of t arithmetic is greater than t table ie (3.310)> (1.9913) and the significance value is 0.001 <0.05 then H0 is rejected and H1 is accepted. Conclusion: service quality variables have a positive and significant effect on registering decisions.

2) From Table 4.2 we can see that the calculated t value of the facility variable is 2.967 with a significance level of 0.004. Because the value of t is greater than t table that is (2.967)> (1.9913) and the significance value is 0.004 <0.05 then H0 is rejected and H1 is accepted. Conclusion: facility variables have a positive and significant effect on registering decisions.

3) From Table 4.2. we can see that the calculated t value on the location variable is 3.173 with a significance level of 0.002. Because the value of t is greater than t table (3.173)> (1.9913) and the significance value is 0.002 <0.05 then H0 is rejected and H1 is accepted. Conclusion: Facility variables have a significant positive effect on the decision to register.

b. Simultaneous Test (F Test)

F test is used to test the presence or absence of the influence of independent variables on the dependent variable simultaneously (together). F test results can be seen in table 4.3. associated with the proposed hypothesis, namely:

Table 4.3
F-Test Result
ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.829	3	27.943	24.677	.000[a]
	Residual	86.059	76	1.132		
	Total	169.888	79			

a. Predictors: (Constant), Location, Quality of Service,Facility

b. Dependent Variable:Decision to Register

Based on the ANOVA test or the F test that can be seen in Table 4.3, it can be obtained an F count of 24,677 with a significance level of 0,000. Because the probability is much smaller than 0.05 (0,000 is smaller than 0.05) and the F count is greater than the F table (24,677 is greater than 2.72) then it can be stated that the independent variables include the quality of service (X1), facilities (X2), and location (X3) simultaneously or jointly affect the decision variable register (Y) significantly.

4. Determination Coefficient

The coefficient of determination is used to measure how much the percentage change or variation of the dependent variable can be explained by the change or variation of the independent variable. By knowing the value of the coefficient of determination can be explained by the goodness of the regression model in predicting the dependent variable. The higher the coefficient of determination the better the ability of the independent variable in explaining the behavior of the dependent variable. The results of the determination coefficient test can be seen from the adjusted R square value in the multiple regression analysis.

Table 4.4
Coefficient of Determination
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702[a]	.493	.473	1.064

a. Predictors: (Constant), Location, Quality of Service,Facility
b. Dependent Variable:Decision to Register

Based on table 4.4, the coefficient of determination has an adjusted R square of 0.473. This means 47.3% of the registering decisions (Y) which can be explained by the independent variables namely the variable quality of service, facilities, and location. While the rest (100% - 47.3% = 52.7%) is explained by other variables outside the model not explained in this study.

DISCUSSION
1. Effect of Service Quality on Registration Decisions at SMK Telkom 2 Medan
The service quality variable has a positive effect and has the most dominant influence on the decision to register with a coefficient of regression of 0.308. Based on respondent data from the four indicators of the questions raised, it can be seen that the respondent is more dominant in giving agreeable responses, including in the speed and accuracy indicators in providing good service 52% , delivery of information37%, giving discounts of 43% and 50% for respect to hospitality and politeness. Most respondents consider the quality of service at SMK Telkom 2 Medan In accordance with Zeithaml in (Nasution, 2018) who argues that service quality is the result of customer assessment of overall service excellence or features. If the resulting assessment is a positive assessment, then the quality of this service will have an impact on the occurrence of loyalty. This study is in line with research conducted by (Sulistiyono, 2010) with the title effect of service quality, facilities and location on stay decisions (Study of Srondol Indah Semarang Hotel guests) which states that service quality has a positive and significant effect on lodging decisions.

2. Effect of Facilities on the Decision to Register at SMK Telkom 2 Medan
The next variable is the facility variable with a positive effect with a regression coefficient of 0.284. Based on respondent data from the four question indicators, it can be seen that the majority of respondents agreed with responses from several question indicators including clean and comfortable classrooms 49%, clean environment and sanitation 30%, library space, laboratories, small mosques which were 41% adequate, and 47% for adequate parking facilities. This proves that prospective students who register at SMK Telkom 2 Medan consider that the facilities provided by the school are good.

According to (Tjiptono, 2006) Perceptions obtained from customer interactions with facilities affect the quality of the service in the eyes of the customer. The better the quality of services in the eyes of consumers, the greater the tendency of these consumers to use the services of these companies. This study is in line with research conducted by (Gutomo, 2005) with the title influence of product quality, service quality, price and place on purchasing decisions (Case study at "Soto Angkring Mas Boed" restaurant in Semarang which states that facilities have a positive and significant impact on purchasing decisions.

3. Effect of Location on Horizontal Decisions at SMK Telkom 2 Medan
The next variable is the Location variable with a positive effect with a regression coefficient of 0.30. This can be seen based on respondent data from the four indicators of questions the majority of respondents gave agreeing responses from the indicators of choice of accessibility to 62%, smooth traffic flow by 53%, conducive environment by 41% and 52% for the closeness of public facilities to the location of the school. The line proved that the guests who registered at SMKTelkom 2 Medan considered the location of this school to be quite strategic. This is in accordance with the opinion of Heizer dalam (Dwifebri, 2006) location has the power to succeed or destroy the company's strategy. Therefore, service providers must

really consider, select and choose locations that are responsive to the possibility of economic, demographic, cultural, competitive, and regulatory changes. in the future. Strategic location is one of the reasons someone registers at SMK Telkom 2 Medan.

CONCLUSION

Based on the results of the study and the results of data analysis, the following conclusions can be drawn:

a. There is a positive and significant influence of the service quality variable on the decision decision variable. This is based on quantitative analysis, where the results of t arithmetic (3,310) are greater than t table (1.9913). Indicators of good service are important in influencing someone to register. the information conveyed was satisfying enough to make a prospective student / imerasa happy and satisfied with the school's services.

b. There is a positive and significant effect of the facility variable on the decision decision variable. This is based on quantitative analysis, where the results of t arithmetic (2.967) are greater than t table (1.9913). A clean and comfortable space indicator is important in influencing someone to register. Basically the reason someone registers at school is to learn effectively, a clean and comfortable classroom will make a guest feel comfortable in following the lesson.

c. There is a positive and significant effect of the location variable on the decision decision variable. This is based on quantitative analysis, where the result of t count (3.173) is greater than t table (1.9913). Indicators of ease of accessing school locations are important in influencing someone to register. An easily accessible location will make it easier for someone to mobility to and from school.

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