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THE EFFECT OF SCHOOL PROMOTION ON THE DECISIONS OF PROSPECTIVE NEW STUDENTS IN THE SELECTION OF SMAK ST. PETER KEWAPANTE

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Abstract

This study aims to find the effect of school promotion on the decision to choose. This research was conducted at SMAK St. Petrus Kewapante in the semester 2nd of the school year 2020-2021. The research population is 58 students. The technique used in this research is a saturated sampling technique whit total of 51 students. The method used in this research is descriptive quantitative. All statements are valid, reliable, normal, linear and non- heteroscedastic. Based on the results of simple linear regression calculations obtained that the decision to choose is 18.796 + 0.364 promotion. The results of hypothesis testing using t-test calculation obtained that the value of calculated-t is greater than the value of tabled-t (3,805 > 2,00). This means H0 is rejected and H1 is accepted. This result indicates that the coefficient of the determination (Adjusted R Square) of the indpendent variable on the dependent variable is Adjusted R Square 0,212 or 21,2%. Therefore, it can be concluded that there is a relationship between promotion and the decision to choose new students in SMAK St. Petrus Kewapante

Keywords: *Promotion, Decision to Choose, Student Selection*

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INTRODUCTION

In this increasingly advanced era of globalization where humans are required to be able to compete with other human resources to achieve a better life, one of which is the existence of a junior high school (SMA). According to Permendikbud No. 6 of 2019 states that high school (SMA) is a form of formal education unit that organizes general education at the secondary education level as a continuation of SMP, MTS, or other forms of equal or advanced learning outcomes that are recognized as equal or equal. equivalent to SMP or MTS. One form of concrete action to support the government in improving the quality of education for every high school in Indonesia is collaborating with all parties to increase interest in entering high school (Mangkunegara, 2015).

Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing their products and services (Kotler et al., 2016). Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs (Munarsih et al., 2020).

The existence of a promotion from the school is one source of information that can influence the decision to choose students. The promotion will provide information in the form of new

knowledge about the details of the school which are shown through pictures and descriptions. This information will be processed with the experience possessed both from himself and from others, so that it will determine the selection of SMA.

According to (Tjiptono, 2016) defines that "The decision to choose is part of consumer behavior to take a purchase decision". SMAK St. Petrus Kewapante is one of three high schools located in the Kewapante sub-district, Sikka Regency. SMAK St. Petrus Kewapante is also a school that has only been established for the last six years and is still very unknown to most people. One source of information to influence the decision to choose a school is to do a promotion. Promotion is one of the *marketing mix* used in a company to communicate with its market, it is also useful for influencing consumer attitudes and behavior so that they are interested in trying and buying the product being promoted (Purwanto, 2016).

SMAK St. Petrus did promotions by distributing brochures and carrying out mandatory activities that were stipulated at the school, namely carrying out practical catechism and pastoral activities in all parishes of the Maumere Diocese, as a form of promotion. If the promotion given can attract prospective students, of course, it will continue with the parents' decisions in choosing schools. However, in the last 3 years, based on data and information obtained, the number of students' interest in attending St. Peter's High School has decreased, so researchers are interested in researching and selecting promotion variables so that the attractiveness of new student admissions can be achieved.

Based on the description and background above, the researcher considers it necessary to examine in depth the problem of "The Effect of School Promotion on the Decisions of New Student Candidates in the Selection of SMAK St. Peter Kewapante".

The objectives that can be proposed in this study are to determine the effect of school promotion on the decision of prospective new students to choose SMAK St. Peter Kewapante.

METHOD

The research method used in this study is a quantitative method, where according to (Sugiyono, 2016) the notion of quantitative methods is: "Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instrument, data analysis is quantitative/statistical, with the aim of testing the established hypothesis".

RESULT AND DISCUSSION

RESULTS

a. Deskripsi Karakteristi Responden

Based on the results of testing the respondent's questionnaire data with the frequency test, it is known that the results of the description on the characteristic questionnaire of the respondents who are the samples in this study are; based on age, gender, and class. The results of data processing with the frequency test that has been carried out by researchers can be seen in the table below:

Table 1. Frequency Test Results Based on Respondent's Age

No.	Age (Age)	Number of Respondents	Percentage
1.	16	15	29%
2.	17	15	29%
3.	18	15	29%
4.	19	6	12%
Total		51	100%

Based on the table 1. above, the results of the frequency test of respondent data indicate that the characteristics of respondents are based on the age of the respondent Most are ages 16, 17, and 18 which indicate that the age of 19 years was only chosen by 6 students from the total number of respondents who were sampled in this study, namely 51 respondents or students.

Table 2.
Frequency Test Results by Gender Respondent

No.	Gender Female	Number of Percentage	1.
Male	23	45	%
2.	Respondents	28	55%
	Total	51	100%

Source: Data processed in 2021

Based on the table 2. of the results of the frequency test of data by gender, it shows that respondents with female sex are the largest respondents with a total of 28 people, while male respondents only have 23 respondents.

Table 3.
Frequency Test Results by Class

No.	Class	Number of Respondents	Percentage
1.	X IPS	25	49%
2.	X IPA	26	51%
	Total	51	100%

Source: Data processed in 2021.

Based on table 3. above, it shows that the characteristics of respondents based on class in this study are dominated by class X IPA respondents with a total of 26 people, while the rest are class X IPS respondents, which are 25 people. Of the total respondents who became the sample in this study, as many as 51 respondents or students.

Variable Description

Based on the results of testing the questionnaire data that has been carried out by researchers by testing the frequency of data on each independent variable, namely the promotion variable (X) and the dependent variable on the decision to choose (Y) in SMAK ST students. Petrus Kewapante, the data was obtained from distributing questionnaires to 51 students who were the samples in this study.

A. Description of Promotional Variables (X)

The promotion variable in question is the sum of the values of each promotion indicator. After conducting research on 51 students regarding promotion, it can be obtained Respondents' Level of Achievement (*TCR*analysis *TCR*for promotion sub-variables can be seen in the table presented below:

Table 4. Analysis of the description of "Advertising"

No.	Butir pertanyaan Periklanan	Kriteria					Jumlah
		STS	TS	RR	S	SS	
1.	Sebelumnya saya pernah melihat brosur dan spanduk SMAK St. Petrus Kewapante.	0	8	13	23	7	51
2.	Spanduk SMAK St. Petrus Kewapante diletakan ditempat strategis.	0	9	15	17	10	51
3.	Spanduk yang memuat tentang informasi kualitas sekolah sangat informatif (menyeluruh).	0	6	13	20	12	51
4.	Brosur yang saya dapat menjelaskan tentang informasi kualitas sekolah yang informatif (menyeluruh).	0	7	18	17	9	51

Based on the data in table 4. above, it shows that the criteria for the most answers are agree where for each question item from number 1 to number 4 has the most answers, namely 77 respondents from the total number of questions.

Description of "Sales Promotion" on Promotion.

Table 5. Analysis of the Description of "Sales Promotion".

No.	Butir pertanyaan Periklanan	Kriteria					Jumlah
		STS	TS	RR	S	SS	
1.	Sebelumnya saya pernah melihat brosur dan spanduk SMAK St. Petrus Kewapante.	0	8	13	23	7	51
2.	Spanduk SMAK St. Petrus Kewapante diletakan ditempat strategis.	0	9	15	17	10	51
3.	Spanduk yang memuat tentang informasi kualitas sekolah sangat informatif (menyeluruh).	0	6	13	20	12	51
4.	Brosur yang saya dapat menjelaskan tentang informasi kualitas sekolah yang informatif (menyeluruh).	0	7	18	17	9	51

Based on the results table 5. above, it can be seen that the highest average percentage of the answers above are the criteria for agreeing (S) as much as 38%, 26% strongly agreeing (SS), 24% unsure (RR), 12% disagree (TS), and 0% strongly disagree (STS). Where it can be concluded that face-to-face sales promotion indicators affect the decision to choose SMAK St. Peter Kewapante.

Description of "Direct Marketing" on Promotions.

Table 6. Analysis of "Publicity" Description

Tabel 4.6 Analisis Deskripsi "Publisitas".

No.	Butir pertanyaan Publisitas	Kriteria					Jumlah
		STS	TS	RR	S	SS	
1.	SMAK St. Petrus Kewapante melakukan perlombaan antar sekolah (SMP) sebagai upaya memperkenalkan sekolah di masyarakat.	0	6	16	20	9	51
2.	SMAK St. Petrus Kewapante sering mengadakan kerja bakti diluar lingkungan sekolah.	0	6	11	21	13	51

Based on the general data in table 6. direct marketing indicators at SMAK St. Petrus Kewapante was high as seen from the criteria for agreeing (S) with 41 answers, 27 doubting answers (RR), 22 strongly agreeing (SS), 12 disagreeing (TS), and 0 strongly disagreeing (STS). Thus, it can be concluded from the description of the data above that the indicators and points of marketing questions directly influence the decision to choose SMAK St. Peter Kewapante.

Description of "Face-to-Face Sales" on Promotion

Tabel 7. Analisis Deskripsi "Publisitas"

Tabel 4.7 Analisis Deskripsi "Penjualan Tatap Muka"

No	Butir pernyataan Penjualan tatap muka	Kriteria					Jumlah
		STS	TS	RR	S	SS	
1.	SMAK St. Petrus Kewapante mengadakan sosialisasi kepada siswa kelas IX	0	4	15	22	10	51
2.	SMAK St. Petrus Kewapante sering mengikuti ajang perlombaan sebagai salah bentuk penjualan tatap muka.	0	7	14	19	11	51
	JUMLAH	0	11	29	41	21	102
	PERSENTASE	0%	11%	28%	40%	21%	74%

Sumber : Data diolah pada 2021

Based on the above data table 7. in general, face-to-face sales indicators at SMAK St. Petrus Kewapante was high as seen from the criteria for agreeing (S) as much as 40%, 28% undecided (RR), 21% strongly agree (SS), 11% disagree (TS), and 0% strongly disagree (STS). Thus it can be concluded from the description of the data above, it has a high value. in this case it is evidenced by an average score of 74% meaning that face-to-face sales promotions affect the decision to choose SMAK St. Peter Kewapante.

Description of "Direct Marketing" on Promotions.

Table 8. Analysis of "Direct Marketing" Description

Tabel 4.8 Analisis Deskripsi "Pemasaran Langsung".

No	Butir pernyataan Pemasaran Langsung	Kriteria					Jumlah
		STS	TS	RR	S	SS	
1.	SMAK St. Petrus Kewapante secara langsung melakukan pastoral praktis disetiap paroki pada keuskupan Maumere guna menarik banyak siswa untuk masuk di SMAK.	0	6	10	24	11	51
2.	selain melakukan pastoral praktis, SMAK juga sering mengadakan katekese langsung kepada masyarakat.	0	6	15	16	14	51
	JUMLAH	0	12	25	40	25	102
	PERSENTASE	0	12%	25%	39%	25%	76%

Sumber : Data diolah pada 2021

Based on the above data table 8. in general, direct marketing indicators at SMAK St. Petrus Kewapante was high as seen from the criteria for agreeing (S) as much as 39%, 25% undecided (RR), 25% strongly agreed (SS), 12% disagreed (TS), and 0% strongly disagreed (STS). Thus it can be concluded from the description of the data above, it has a high value. in this case it is proven by an average score of 76% meaning that direct marketing affects the decision to choose SMAK St. Peter Kewapante.

B. Choice Decision Variable (Y)

Choice Decision Variable in question is the sum of the values of each indicator of the choice of decision.to choose, the Respondent Achievement Level (TCR) can be obtained decision **.**

Based on the above data, in general, the indicators for the objectives of SMAK St. Petrus Kewapante was high as seen from the criteria for agreeing (S) as much as 36%, 31% doubtful (RR), 18% strongly agree (SS), 15% disagreed (TS), and 0% strongly disagreed (STS). Thus, it can be concluded from the description of the data above, that it has a high value, meaning that the purpose of influencing the decision to choose SMAK St. Peter Kewapante.

Description of the "Identify Alternative"

Table 9. Indicator in the decision to choose.

No.	Butir pernyataan Tujuan	Kriteria					Jumlah
		STS	TS	RR	S	SS	
1.	SMAK St. Petrus Kewapante merupakan sekolah berciri Keagamaan sehingga saya merasa akan dibimbing ilmu agama dan ilmu pengetahuan umum.	0	9	16	15	11	51
2.	Saya memilih masuk di SMAK St. Petrus Kewapante karena jurusan yang ada sesuai dengan cita-cita saya.	0	6	RR	S	SS	TS
3.	SMAK St. Petrus Kewapante memiliki alumni yang berbakat sehingga saya merasa dengan bersekolah di SMAK saya akan menjadi seperti alumni-alumni tersebut.	0	8	19	16	10	51
4.	SMAK St. Petrus Kewapante sudah terakreditasi sehingga saya merasa terjamin kualitas pelayanan dan pembelajarannya	0	8	16	20	7	51
	JUMLAH	0	31	13	22	8	51
	PERSENTASE	0	15%	64	73	36	204

Based on the above data table 9. in general, the Alternative Identification indicators at SMAK St. Petrus Kewapante was high as seen from the criteria for agreeing (S) as much as 39%, 25% undecided (RR), 25% strongly agreed (SS), 12% disagreed (TS), and 0% strongly disagreed (STS). Thus it can be concluded from the description of the data above, it has a high value. in this case it is evidenced by an average score of 72%, meaning that alternative identification affects the decision to choose SMAK St. Peter Kewapante.

Description of the "Identify Alternative" indicator on the decision to choose.

Table 10. Analysis of Indicator Description "Alternative Identification"

Tabel 4.10 Analisis Deskripsi Indikator "Identifikasi Alternatif"

No.	Butir pernyataan Identifikasi Alternatif	Kriteria					Jumlah
		STS	TS	RR	S	SS	
1.	Kelebihan dan jurusan keagamaan yang berbeda dari sekolah yang lain membuat saya berminat untuk masuk di SMAK St. Petrus Kewapante.	0	6	17	18	10	51
2.	Sistem lingkungan sekolah yang Boarding School (Sekolah Asrama) juga mempengaruhi saya untuk masuk di SMAK St. Petrus Kewapante.	0	10	15	16	10	51
	JUMLAH	0	16	32	34	20	102
	PERSENTASE	0%	16%	31%	33%	20%	72%

Sumber : Data diolah pada 2021

Based on the above data table 10. in general, the Alternative Identification indicators at SMAK St. Petrus Kewapante was high as seen from the criteria for agreeing (S) as much as 39%, 25% undecided (RR), 25% strongly agreed (SS), 12% disagreed (TS), and 0% strongly disagreed (STS). Thus it can be concluded from the description of the data above, it has a high value. in this case it is evidenced by an average score of 72%, meaning that alternative identification affects the decision to choose SMAK St. Peter Kewapante.

Description of the "Unknown Factors" Indicator.

Table 11. Analysis of the Description of "Unknown Factors Beforehand

Tabel 4.11 Analisis Deskripsi "Faktor Yang Tidak Dapat Diketahui Sebelumnya".

No	Butir pernyataan faktor yang tidak dapat diketahui sebelumnya	Kriteria					Jumlah
		STS	TS	RR	S	SS	
1.	Saya mendapat pengalaman tentang berpastoral praktis dan bernyanyi rohani dengan baik setelah masuk di SMAK St. Petrus Kewapante.	0	8	14	20	9	51
2.	Setelah bersekolah di SMAK St. Petrus Kewapante saya mendapat guru dan teman yang membantu saya menyelesaikan persoalan yang saya hadapi	0	8	16	20	7	51
3.	Setelah saya masuk di SMAK St. Petrus Kewapante ada banyak hal yang saya peroleh diluar dugaan.	0	6	19	15	11	51
	JUMLAH	0	22	49	55	27	153
	PERSENTASE	0%	14%	32%	36%	18%	71%

Based on the data table 11. above, in general, indicators of factors that could not be known beforehand in SMAK St. Petrus Kewapante was high as seen from the criteria for agreeing (S) as much as 36%, 32% undecided (RR), 18% strongly agree (SS), 14% disagreed (TS), and 0%

strongly disagreed (STS). Thus it can be concluded from the description of the data above, it has a high value. in this case it means that factors that cannot be known in advance affect the decision to choose SMAK St. Peter Kewapante.

Description of the indicator "It takes a target to measure the results achieved" in the decision to choose".

Table 12. Analysis Description "Means are needed to measure the results achieved

Tabel 4.12 Analisis Deskripsi "Dibutuhkan sarana untuk mengukur hasil yang dicapai".

No	Butir pernyataan Dibutuhkan sasaran untuk mengukur hasil yang dicapai.	Kriteria					Jumlah
		STS	TS	RR	S	SS	
1.	Adanya peningkatan pengetahuan yang saya dapat, setelah masuk di SMAK St. Petrus Kewapante	0	5	17	20	9	51
2.	Ada hasil yang cukup baik yang saya peroleh terkait pemahaman keagamaan setelah saya masuk di SMAK St. Petrus Kewapante.	0	14	15	14	8	51
	JUMLAH	0	19	32	34	17	102
	PERSENTASE	0%	19%	31%	33%	17%	70%

Sumber : Data diolah pada 2021

Based on the above table 12. data, in general, indicators are needed to measure the results achieved at SMAK St. Petrus Kewapante was high as seen from the criteria for agreeing (S) as much as 39%, 25% undecided (RR), 25% strongly agreed (SS), 12% disagreed (TS), and 0% strongly disagreed (STS). Thus it can be concluded from the description of the data above, it has a high value. in this case it is evidenced by an average score of 70%, meaning that identification is needed to measure the results achieved and influence the decision to choose SMAK St. Peter Kewapante.

Prerequisite Test of Analysis

1. Classical Assumption Test

a. Normality

Test Test the normality of variable data using the *SPSS v 21* through *the Normality Test Kolmogrov-Smirnov* obtained the Asymp value. Sig. (2tail) with the test criteria if the significance value > 0.05 then the data is normally distributed, whereas if the significance value is < 0.05 then the data is not normally distributed. The results of the normality test are presented below:

Table 13. Normality Test Results

One Sample Kolmogorov-Smirnov		
Asymp. Sig. (2- tailet)	0.200	Normal

Source: Data processed using SPSS version 21

The results table 13. of the normality test using the SPSS *Statistical v.21* a significant value of 0.200 > 0.05, so according to the basis for decision making in the *Kolmogrov-Smirnov* above, it can be concluded that the data is normally distributed.

2. Linearity

Test Linearity test aims to determine whether two variables have a linear relationship or not significantly. This test is usually used as a prerequisite in correlation analysis or linear regression. In this study using the help of the *SPSS v.21*. The linearity test is if the significance value <0.05 is said to have a linear relationship. Here are the results of the Linearity test:

Table 14. Linearity Test Results

Sig. (Linearity)	Description
0.000	Linear

Source: Data processed using SPSS Version 21

Based on the linearity test table 14. above, the significance value for the promotion variable with the decision to choose is 0.000 <0.05. Then it was concluded that there was a significant linear relationship between the promotion variable (X) and the choice decision variable (Y).

3. Heteroscedasticity Test

Heteroscedasticity test using *the Glejser Test* is used to determine whether there is a deviation from the model because the variance of the disorder differs from one observation to another. If the variance from the residual of one observation to another observation remains, it is called Homoscedasticity and if it is different it is called Heteroscedasticity. The results of this test can be known by knowing the significance value, if > 0.05 then it can be concluded that there is no heteroscedasticity.

Table 15. Heteroscedasticity Test Results

Variables	Significant	Information
Promotion	0.662	Non Heteroscedasticity

Source: Data processed using SPSS Version 21

Based on the table 15. of heteroscedasticity test results above, the promotion significance value is 0.662 where the value is greater than 0.05. So it can be concluded that there is no heteroscedasticity.

Data Analysis

Techniques Data analysis techniques used by researchers in this study include:

a. Hypothesis Testing

Simple Linear Regression Analysis

At this stage the researcher tested the hypothesis to test the effect of the independent variable on the dependent variable. Hypothesis testing in this study was conducted using simple regression analysis with the help of *SPSS V.21*. The following are the results of a simple regression analysis of promotions and the decision to choose a school can be seen in the table below:

Table 16. Simple Linear Regression Analysis

Tabel 4.12 Analisis Deskripsi "Dibutuhkan sarana untuk mengukur hasil yang dicapai".

No	Butir pernyataan Dibutuhkan sasaran untuk mengukur hasil yang dicapai.	Kriteria					Jumlah
		STS	TS	RR	S	SS	
1.	Adanya peningkatan pengetahuan yang saya dapat, setelah masuk di SMAK St. Petrus Kewapante	0	5	17	20	9	51
2.	Ada hasil yang cukup baik yang saya peroleh terkait pemahaman keagamaan setelah saya masuk di SMAK St. Petrus Kewapante.	0	14	15	14	8	51
	JUMLAH	0	19	32	34	17	102
	PERSENTASE	0%	19%	31%	33%	17%	70%

Sumber : Data diolah pada 2021

Based on the table 16. above, it shows that the constant value (a) is 18.796 while the promotion value (b/regression coefficient) is 0.364 so that the regression equation can be written:

$$\boldsymbol{Y} = \mathbf{18}.\ \mathbf{796} + \mathbf{0},\mathbf{364}\ (\boldsymbol{X})$$

Based on the regression equation above, the constant of 18.796 means that the constant value of the decision variable to choose is 18.796. Promotion regression coefficient (X) of 0.364 states that for every increase in promotion of one unit, the decision to choose will increase by 0.364 units. The simple linear regression coefficient is positive, so it can be said that the direction of the influence of the variable (X) on the variable (Y) is positive.

Partial Test (t test)

The t test is used to determine whether the independent variables individually have an influence on the dependent variable. The following table presents the results of the t-test:

Table 17. Results of the t-test.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.796	5.402		3.480	.001
	Promosi	.364	.096	.478	3.805	.000

Sumber : Data diolah menggunakan SPSS versi 21

Based on the results table 17. of the partial test (t-test) using the *SPSS V.21 program*, the t_{count} was 3.805 > from t_{table} 2.00 and a significant value of 0.000 at the significance level. 0.05. So 0.000 <0.05 then h_0 rejected and h_1 is accepted. Peter Kewapante.

Coefficient of Determination

This test aims to determine the percentage of total variance in the dependent variable which is explained by the independent variables together. The calculation results of *Adjusted R Square* output *the Model Summary*. The results of the coefficient of determination test can be seen in the following table:

Table 18. Results of the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.478[a]	.228	.212	6.668

Sumber : Data diolah menggunakan SPSS versi 21

Based on the results table 18. of the Coefficient of Determination analysis in the table above, it is known that the coefficient of determination (*Adjusted R Square)* 0.212 or (0.212 x 100% = 21.2%) it can be concluded that there is an influence of promotion on the decision to choose by 21.2% and the rest 78 ,8% influenced by variables not examined.

DISCUSSION

Based on the results of the analysis described above, it is found that the variable (X) promotion has a positive and significant effect on the variable (Y) the decision to choose SMAK St. Peter Kewapante. This is evidenced by the t-$_{count}$ of 3.805 with a probability value (sig) = 0.000. The value of t_{count} (3.805) > t_{table} (2.00) and a significance value < of the probability value of 0.05 or a value of 0.000 <0.05, then h_0 rejected and h_1 is accepted, so it can be concluded that there is an effect of school promotion on the decision of prospective students in the election at SMAK St. Peter Kewapante.

The results of this study are related to research conducted by (Gusdiandika & Sinduwiatmo, 2012) with the results of his research stating that there is an influence of promotion on students' decisions in choosing SMK Ten November Sidoarjo. In addition, the research (Santoso, 2016) in the results of his research stated that based on the results of data analysis that the promotion of SMK, location of SMK, socio-economic background, references to people closest to students, students' perceptions of SMK, student motivation, majors offered by SMK together have the same

effect on the interest of junior high school students in choosing a vocational school. Likewise with research by (Kurniawan & Astuti, 2012) with the results of his research stating that there is an influence of product, promotion, price, and place on purchasing decisions (a case study at the Amarta shop Semarang). And research by (Munarsih, 2019) in his research results stated that based on data analysis showed that there was a positive and significant influence, this study determined that there was a positive and significant influence between school promotions on school interest in sdit bina scholars.

Based on the results of the analysis shows the coefficient of determination or *Adjusted R Square* of 0.212. it can be concluded that there is an effect of promotion (X) on the decision to choose (Y) of 21.2% and the remaining 78.8% is influenced by variables not examined.

Respondents chose SMAK St. Petrus Kewapante because of the promotion of SMAK St. Petrus Kewapante is much better when compared to other school promotions. This can be seen from several aspects (indicators) of promotions that have been carried out, including: SMAK St. Petrus Kewapante very attractively advertises his school to the public, SMAK St. Petrus Kewapante carried out sales promotions to the public, publicity of SMAK St. Petrus Kewapante, which was carried out in a very focused manner, the face-to-face sales and direct marketing activities went well, thus attracting many prospective students to choose to enter SMAK St. Peter Kewapante.

CONCLUSION

Berdasarkan hasil analisis yang telah diuraikan di atas diperoleh hasil bahwa variabel (X) promosi berpengaruh positif dan signifikan terhadap variabel (Y) keputusan memilih Siswa SMAK ST. Petrus Kewapante. Hal ini dibuktikan dengan nilai t_{hitung} sebesar 3,805 dengan nilai probabilitas (sig) = 0,000. Nilai t_{hitung} (3,805) > t_{tabel} (2,00) dan nilai sig < dari nilai probabilitas 0,05 atau nilai 0,000 < 0,05. , maka disimpulkan h_0 ditolak dan h_1 diterima. Sehingga dapat disimpulkan bahwa terdapat pengaruh promosi sekolah terhadap keputusan calon siswa dalam pemilihan di SMAK St. Petrus Kewapante.

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