

ABSTRACT

ANALYSIS OF STUDENT'S ATTITUDES TOWARDS ATTRIBUTES OF PRODUCTS, SERVICES, AND FACILITIES OF JOB TRAINING CENTER (BALAI LATIHAN KERJA, BLK)

Case Study at BLK Jl. Kyai Mojo No. 5 Yogyakarta

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Purposes of this research are to know general profile/description of student of BLK, to know first priority of attribute in joining the training at BLK, to know general student's attitudes toward attributes of products, services, and facilities of BLK, to know is there any different attributes towards attributes of products, services and facilities of BLK viewed from the gender, residences, reasons of joining, and origin of school.

Population of this research is all students of BLK, those are 128 students which come from 8 programs. The samples are 80 respondents. They are taken proportionally that represents all programs, technique of taking sample is proportional random sampling with drawing system. Methods of data collection are spreading questionnaires, interview, and observation. Percentage, priority of necessity, multi-attribute attitude model, and chi square analysis are techniques applied to analyze the data.

The results of the research show that:

1. From the 80 respondents, according to gender 55 (68,75%) are males, 25 (31,25%) are females, according to the residences 26 (32,56%) is Sleman, 16 (20%) is Bantul, 32 (40%) is Kodya, and 6 (7,5%) is others. According to the reason of joining with BLK 0,(0%) is parent's motivation, 45 (56,20%) is to enrich the skill achieved, 30 (37,50%) is to accelerate to get job, and 5 (6,25%) is others. Respondent percentages according to origin of school are vocational school 39 (48,75%) and general school 41 (51,25%).
2. The priority of joining with BLK is successively facilities, services and then products.
3. Student's attitude towards the attributes of products, services, and facilities of BLK are good or positive.
4. There are different attitudes towards attributes of BLK according to gender and residences but there are no different attitudes towards reason of joining and origin of school.

ABSTRAK

ANALISIS SIKAP SISWA TERHADAP ATRIBUT PRODUK, PELAYANAN, FASILITAS BALAI LATIHAN KERJA (BLK)

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Penelitian ini bertujuan untuk mengetahui profil / gambaran umum siswa BLK, untuk mengetahui atribut apa yang menjadi prioritas utama dalam mengikuti pelatihan di BLK, untuk mengetahui sikap siswa secara keseluruhan terhadap atribut Produk, Pelayanan, Fasilitas BLK, untuk mengetahui ada tidaknya perbedaan sikap siswa terhadap atribut Produk, Pelayanan, Fasilitas BLK ditinjau dari jenis kelamin, tempat tinggal, alasan masuk BLK, asal sekolah.

Populasi dari penelitian ini adalah semua siswa yang mengikuti pelatihan di BLK yang berjumlah 128 siswa dari 8 jurusan yang ada. Jumlah sampel yang digunakan sebanyak 80 responden. Sampel diambil secara *proporsional* yang mewakili semua jurusan, memakai teknik pengambilan sampel *proportional random sampling* dengan sistem undian. Metode pengumpulan data dengan penyebaran kuesioner, wawancara dan observasi. Teknik analisis data dengan menggunakan *analisis persentase*, *analisis prioritas kepentingan*, *analisis Multiattribute Attitude Model* dan *analisis Chi - Square*

Hasil penelitian menunjukkan bahwa :

1. Dari 80 responden, persentase responden menurut jenis kelamin 55 (68,75 %) pria, 25 (31,25 %) wanita. Persentase responden menurut tempat tinggal 26 (32,5 %) Sleman, 16 (20 %) Bantul, 32 (40 %) Kodya, 6 (7,5 %) lain - lain. Persentase responden menurut alasan masuk BLK 0 (0 %) kehendak orang tua, 45 (56,25 %) mengembangkan ketrampilan yang dimiliki, 30 (37,50 %) mempercepat memperoleh pekerjaan, 5 (6,25 %) lain - lain. Persentase responden menurut asal sekolah 39 (48,75 %) kejuruan, 41 (51,25 %) non kejuruan.
2. Yang menjadi prioritas utama siswa dalam mengikuti pelatihan di BLK adalah fasilitas kemudian pelayanan dan terakhir produk
3. Sikap siswa terhadap atribut Produk, Pelayanan, Fasilitas BLK adalah baik atau positif
4. Ada perbedaan sikap siswa terhadap atribut BLK menurut jenis kelamin, ada perbedaan sikap siswa terhadap atribut BLK menurut tempat tinggal, tidak ada perbedaan sikap siswa terhadap atribut BLK menurut alasan masuk BLK, ada perbedaan sikap siswa terhadap atribut BLK menurut asal sekolah