

## ABSTRAK

Wahyuni, Luh Eka (2022) *Kontribusi Kualitas Layanan Pendidikan, Citra Sekolah, Budaya Sekolah dan Biaya Pendidikan terhadap Keputusan Siswa Melanjutkan Pendidikan ke SMA Swasta di Kecamatan Buleleng*. Tesis, Administrasi Pendidikan, Pascasarjana, Universitas Pendidikan Ganesha.

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Kata kunci: kontribusi, pengambilan keputusan, kualitas layanan pendidikan, citra sekolah, budaya sekolah, biaya pendidikan.

Penelitian ini bertujuan untuk mengetahui kontribusi kualitas layanan pendidikan, citra sekolah, budaya sekolah dan biaya pendidikan terhadap keputusan siswa melanjutkan pendidikan ke SMA swasta di kecamatan Buleleng. Berkenaan dengan hal itu penelitian dirancang sebagai penelitian kuantitatif dengan menggunakan sampel sebesar 73 orang dari populasi seluruh siswa SMA swasta sebanyak 731 orang. Pengambilan anggota sampel menggunakan teknik *probability sampling*. Variabel bebas dalam penelitian ini adalah kualitas layanan pendidikan, citra sekolah, budaya sekolah dan biaya pendidikan. Sementara variabel terikatnya adalah keputusan siswa. Data dikumpulkan menggunakan metode kuesioner yang selanjutnya dianalisis menggunakan analisis linier regresi ganda. Hasil penelitian menunjukkan bahwa: (1) terdapat kontribusi yang signifikan kualitas layanan pendidikan terhadap keputusan siswa sebesar 34,6%, (2) terdapat kontribusi yang signifikan citra sekolah terhadap keputusan siswa sebesar -12,7%, (3) terdapat kontribusi yang signifikan budaya sekolah terhadap keputusan siswa sebesar 47,9%, (4) terdapat kontribusi yang signifikan biaya pendidikan terhadap keputusan siswa sebesar 30% dan (5) terdapat kontribusi yang signifikan secara simultan antara kualitas layanan pendidikan, citra sekolah, budaya sekolah dan biaya pendidikan terhadap pengambilan keputusan siswa sebesar 81,2% dan sisanya 18,8% dijelaskan oleh variabel lain di luar penelitian

## **ABSTRACT**

*Wahyuni, Luh Eka (2022) Contribution of Education Service Quality, School Image, School Culture and Education Costs to Students' Decisions to Continue Education to Private High Schools in Buleleng District. Thesis, Educational Administration, Postgraduate, Ganesha University of Education.*

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*Keywords: contribution, decision making, quality of education services, school image, school culture, education costs.*

*This study aims to determine the contribution of the quality of education services, school image, school culture and education costs to students' decisions to continue their education to private high schools in the Buleleng sub-district. In this regard, the research was designed as a quantitative study using a sample of 73 people from a population of 731 private high school students. Sampling members using probability sampling technique. The independent variables in this study are the quality of education services, school image, school culture and education costs. While the dependent variable is the student's decision. Data was collected using the questionnaire method which was then analyzed using multiple linear regression analysis. The results of the study show that: (1) there is a significant contribution to the quality of education services to student decisions by 34,6% (2) there is a significant contribution to school image to student decisions by -12,7% (3) there is a significant contribution to culture schools to student decisions by 47,9% (4) there is a significant contribution of education costs to student decisions by 30% and (5) there is a significant contribution simultaneously between the quality of education services, school image, school culture and education costs on student decision making by 81.2% and the remaining 18.8% is explained by other variables outside the research*