PENGARUH REPUTASI, *WORD OF MOUTH* ALUMNI, DAN *PEER GROUP* TERHADAP MOTIVASI SISWA MENDAFTAR DI SMK KRISTEN 5 KLATEN

Abstrak

SMK Kristen 5 Klaten menjadi sekolah swasta favorit di kabupaten Klaten, ditunjukkan dengan data PPDB Siswa SMK di bawah YPKK, bahwa SMK Kristen 5 Klaten memiliki jumlah pendaftar dan yang diterima dengan jumlah paling banyak, serta di antara sekolah negeri dan di tengah pandemi ini mengalami kenaikan jumlah dibandingkan dengan tahun sebelumnya. Tujuan penelitian ini adalah untuk mengetahui ada tidaknya pengaruh secara positif dan siginifikan antara reputasi, *word of mouth* alumni, *peer group* siswa terhadap motivasi siswa mendaftar di SMK Kristen 5 Klaten. Metode penelitian ini adalah kuantitatif, subyek penelitian siswa kelas X SMK Kristen 5 Klaten tahun pelajaran 2022/2023. Teknik analisis data: rumus korelasi dan regresi linier berganda. Hasil penelitian menunjukkan tidak terdapat pengaruh secara positif dan signifikan masing-masing antara reputasi sekolah, *peer group* siswa terhadap motivasi siswa mendaftar di SMK Kristen 5 Klaten. Terdapat pengaruh secara positif dan siginifikan antara *word of mouth* alumni dan secara bersama antara reputasi, *word of mouth* alumni dan *peer group* siswa terhadap motivasi siswa mendaftar di SMK Kristen 5 Klaten. Teori tentang *word of mouth* yang teruji pada penelitian ini, yaitu teori dari Sernovitz (2009).

Kata Kunci: Motivasi mendaftar sekolah, *Peer group*, Reputasi, W*ord of muth.*

THE INFLUENCE OF REPUTATION, WORD OF MOUTH ALUMNI, AND PEER GROUPS ON STUDENT MOTIVATION TO ENROLL IN SMK KRISTEN 5 KLATEN

Abstract

SMK Kristen 5 Klaten became the favorite private school in Klaten, shown by PPDB data for SMK students under YPKK, that SMK Kristen 5 Klaten has the highest number of registrants and those who are accepted, as well as among public schools and in the midst of this pandemic has increased in number compared to the previous year. The purpose of this study is to find out whether there is a positive and significant influence between reputation, word of mouth alumni, student peer groups on student motivation to enroll in SMK Kristen 5 Klaten. This research method is quantitative, the research subject of class X students of SMK Kristen 5 Klaten for the 2022/2023 academic year. Data analysis techniques: multiple linear correlation and regression formulas. The results showed that there was no positive and significant influence between the reputation of the school, student peer groups on the motivation of students to enroll in SMK Kristen 5 Klaten. There is a positive and significant influence between the word of mouth alumni and jointly between reputation, word of mouth alumni and student peer groups on the motivation of students to enroll in SMK Kristen 5 Klaten. The theory of word of mouth that was tested in this study, namely the theory from Sernovitz (2009).

Keywords: Motivation to enroll in school, Peer groups, Reputation, Word of Mouth.