

## POSITIONING OF HIGH SCHOOL / VOCATIONAL STUDENTS IN THE SELECTION OF UNIVERSITIES IN BANDAR LAMPUNG

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### Abstract

This study investigated the problem of student positioning in choosing a college. Focused on factors such as, economic factors with indicators of parental income and education costs, social factors with indicators of family environment and friendship environment, interest factors with indicators of desire to continue to college, and motivation to continue to college. This study investigated the problem of student positioning in choosing a college. Focused on factors such as, economic factors with indicators of parental income and education costs, social factors with indicators of family environment and friendship environment, interest factors with indicators of desire to continue to college, and motivation to continue to college. The purpose of this study was to determine the positioning of high school / vocational students in choosing universities. From the results of the study showed that the positioning of students in Bandar Lampung tends to have a strong desire to continue their education to university, the majority of students tend to choose to live in Bandar Lampung probably because they want to stay close to their families and home environment, and it was found that many students still have the desire to study at state university. This research uses a qualitative approach, which is a research method used to examine the natural condition of objects. In this study, the data collection technique used the distribution of questionnaires to several respondents of SMA/SMK in Bandar Lampung. By analyzing data using descriptive statistics, the presentation of data in this study is with narrative text. Furthermore, presenting data in addition to narrative text, also using diagrams and tables.

Keywords: Positioning, Selection, College

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### 1. Introduction

In Indonesia, the Gross Enrollment Rate (APK) in post-secondary education is still relatively low. In fact, the national target of higher education APK of 34.56 percent has still not been achieved. In Indonesia, there were only 31.19 APKs at the tertiary level in 2021, or 31.19 students out of 102 students entering college. This shows that only one-third of the population in the active age range (19–23 years) complete their education in post-secondary institutions. Based on provincial data, out of 102 students who want to continue to college, only 22.64 students are enrolled in universities in Lampung, with an APK of 22.64 percent (source BPS).

Student knowledge and awareness of the value of higher education must be raised so that it increases. As a result, they will have greater access to better and broader career prospects according to their field of scientific expertise (Civilization et al., 2021). Higher education is expected to play a role in producing competitive human resources. There are various pillars that support competitiveness in the life of the nation, including the pillars of science, education, and innovation. These pillars can have an impact on the level of national competitiveness of a country. One of the tactical tools to improve the intellectual

level of generations in the country is education. In addition, education must also be an effort to fight poverty, ignorance, unemployment, and other problems that make our country lag far behind other countries (Marlinah, 2019).

Economic elements that include indications of parental income and school fees, social factors that include indicators of friendship and family environment, interest factors that indicate the desire to enter college, and motivation to enter college are variables that direct students. to choose not to go to college (Idris & Mustari, 2015). The lack of interest of adolescents to continue their education to college can be caused by two main internal factors: lack of motivation or desire to continue education to college; Second, they want to be independent in finding a job. It's important to remember that motivation influences behavior. Lastly, teens may decide not to go to college of their own volition. The lack of enthusiasm for adolescents to continue their education to college is caused by social contextual variables and financial constraints related to the high cost of education. The high cost of education, especially for students who live in urban areas where the cost of education is high, is the reason many parents choose not to send their children to college.

Especially for intangible services, positioning is very important. Decision making can be helped by clear positioning for potential customers. Kotler and Keller (2008, 374) argue that strong brand positioning can support their marketing plans. In addition, Suryani (2008, 111) notes that consumer perception has a big role in how well a product is positioned. Positioning in college selection can affect a student's learning experience as well as their future career opportunities. Colleges have their own advantages and specializations, so choosing one that suits your interests and career goals can provide a more meaningful educational experience. In addition, good positioning can also increase the chances of getting a job or continuing further studies after graduation.

In the Bandar Lampung area, the selection of universities by students is a process that contains many considerations. Higher education has a central role in shaping individual capabilities, preparing a qualified workforce, and advancing innovation in society. In this context, Bandar Lampung offers a variety of higher education institutions, offering various study programs and educational facilities that are considered for students in choosing an institution that suits their needs.

The number of universities in Indonesia is 4,000, about 3,000 under the Ministry of Education and Culture and Technology, the others under the Ministry of Religion and other ministries, based on the status of state universities (PTN) in Indonesia as many as 184 units last year. Meanwhile, 3,820 campuses are private universities (PTS). Lampung Province has 14 universities, 23 high schools, 8 institutions, 16 academies, 3 polytechnics, and 3 state universities. While in Bandar Lampung itself there are several universities as in table 1 below.

**Table 1.** Number of Colleges

No	Types of colleges	Country	Private
1	University	2	8
2	Institute	1	2
3	High school	0	14
4	Polytechnic	2	0
5	Academy	0	13

Source: PDDikti

Each college offers a variety of courses or majors covering various disciplines. These programs can include bachelor's, master's, and doctoral levels, depending on the type of college. These programs are designed to provide students with academic education and

specialized skills in specific fields. Some colleges focus on specific areas of science, while others may offer broader diversity in brand course offerings. This background is important because it provides an overview of the university selection process in Bandar Lampung, as well as its relevance in supporting students' decisions in determining the appropriate educational institution. The purpose of this study, the author wants to know the positioning of students in Bandar Lampung, in choosing universities.

## **2. Theoretical Background**

### **2.1 Positioning**

According to Tjiptono (2012), positioning refers to how a business, brand, or product competes with current and future customers. Conversely, Kotler and Armstrong in Romppanen (2021) state that positioning refers to how a business positions its products to be remembered by customers. Business people must understand how consumers always perceive their product brands (Hartini & Patompo, 2023). Customers will find it easier to distinguish service items offered by different institutions because of their positioning. For example, in high school institutions, the variety of choices of high school / vocational schools confuses prospective students in choosing the next level of education. For this reason, educational institutions must be able to market themselves to prospective students so that they can become their main choice.

Regarding the results of the positioning process, only the ability to distinguish itself from competitors through the creation of a unique profile and not reproduction, allows the university to achieve competitive advantage. The results of the positioning process also focus on measures of country-level differentiation over time, and aim to show how competition increases systemic diversity (Fumasoli et al., 2020).

College selection for high school students is influenced by various elements of student positioning, ranging from tangible factors such as building or cost to intangible factors such as reputation, service, and admission process. A number of factors such as campus social life, campus architecture, campus location, and so on influence the decision to choose educational products. Four different groups of contributing elements can be identified:

#### **2.1.1 Individual Factors**

According to Binsardi and Ekwulugo (2003), when students think about the advantages of continuing education, they are actually buying the benefits of the diploma which can include the opportunity to get a job and improve their status and way of life. Therefore, individual factors including motivation, attitude, and interest play an important role in choosing a PT institution. Individual factors in this case will be separated into two categories: first, factors inherent in students and include things such as socioeconomic status, parental education, and family culture; Second, factors that exist in students and include things such as academic aspirations, academic abilities, self-image, personality, and values and beliefs.

#### **2.1.2 Environmental Factors**

Environmental influences include things such as culture, media, economic situation, and communication of educational institutions that are present in the environment surrounding students and have an impact on selection decisions. Media and friends now play a greater role in developed countries than family, and the power of national culture and religion has declined. In addition, the function of media has evolved but still receives attention both in print and online media. The attitude of students when choosing PT.

Despite this, the influence of friends and parents remains important in developing countries.

### 2.1.3 Factors of Higher Education Institutions

Maringe (2006) found that the main factor influencing students' decision to enter higher education is the question of superior institutions. Therefore, in order for PT to continue to be the best, of course, it must maintain its reputation and give the greatest impression to prospective students. This institutional element is broken down into two parts. The first part is the attributes of PT which include price, location, and available study programs. The second aspect is the actions carried out by PT as part of its marketing plan, including socialization, communication, scholarship offers, and admission procedures. Prospective students in Indonesia have a good view of PTN because of its excellent reputation. Because, compared to PTS, the cost of education is very cheap. In addition, the location of the university also affects the choice of students because the longer the distance that must be traveled from student residence to PT, or the more unaffordable and comfortable the choice of housing, the higher the price charged.

## 2.2 College

Educational institutions that provide higher education are called universities. After high school, students can pursue higher education, which is divided into professional degrees, doctorates, masters, diplomas, and specialties. The university arranges such programs in accordance with Indonesian cultural norms. Lecturers at universities are called lecturers, while students are called students. According to Sedyati (2022), higher education in Indonesia has three objectives: teaching, research, and community service. There are two types of higher education: private institutions managed by the private sector and state universities managed by the government (Muzni & Nurlaila, 2018).

Factors that affect a student's position in choosing a college in Bandar Lampung may vary. Some students may prioritize location, especially for those who want to stay close to family. For those who are looking for quality education, institutional reputation and accreditation of study programs can be a major consideration. While for students considering the cost of college, offering scholarships or funding programs is often an option (Puspasari et al., 2019).

Higher education has several functions, as mentioned in Law No. 12 of 2012 Article 4, that universities have three functions as follows: (Student, 2019)

- 1) Develop the ability and shape the character and civilization of a dignified nation in order to educate the nation's life.
- 2) Developing innovative, responsive, creative, skilled, competitive and cooperative academic activities through the implementation of the Tridharma.
- 3) Developing science and technology by paying attention to and applying human values owned by humans, so that humans become complete human beings".

## 3. Methods

In this study, the type of method applied is the qualitative method. Qualitative research is an inquiry strategy that emphasizes the search for meaning, understanding, concepts, characteristics, symptoms, symbols, and descriptions of a phenomenon; focuses on quality, applies a variety of techniques, is presented narratively, and is multimethodical, natural, and holistic. Finding solutions to a phenomenon or problem by applying scientific methods methodically with a qualitative approach is the goal of qualitative research.

The design applied in this study is a descriptive method. Sukmadinata (in Yugo Haringga, p. 41) also adds that the descriptive method is "a research method shown to describe existing phenomena, which take place in the present or in the past". This data collection method applies questionnaires, and descriptive statistics are applied to analyze the results. Descriptive statistics are statistics whose purpose is to "describe or "reveal" the symptoms of research results, according to Arikunto (2016, p. 277). Therefore, the statistics applied in this study only serve as tools and aids. complete the data collected from respondent questionnaires, in particular when calculating and interpreting data. Descriptive statistics only calculate the percentage of responses to research questionnaires; The statistics are not very detailed.

In order to collect data for this study, the authors sent questionnaires to a number of respondents who attended high school and vocational schools in Bandar Lampung. In this study, the questionnaire applied was open-ended, meaning that respondents could answer questions in any column or field they chose, based on their personal preferences and circumstances. In this study, respondents were randomly selected. The following are the steps in producing a questionnaire: compiling a grid for the questionnaire; compiling questions and possible responses, formulating rules or directions in answering questions to facilitate respondents' responses, and distributing questionnaires through social media. In this study the data were presented by applying narrative text. Furthermore, convey data by applying tables and graphs as well as narrative text.

## 4. Results and Discussion

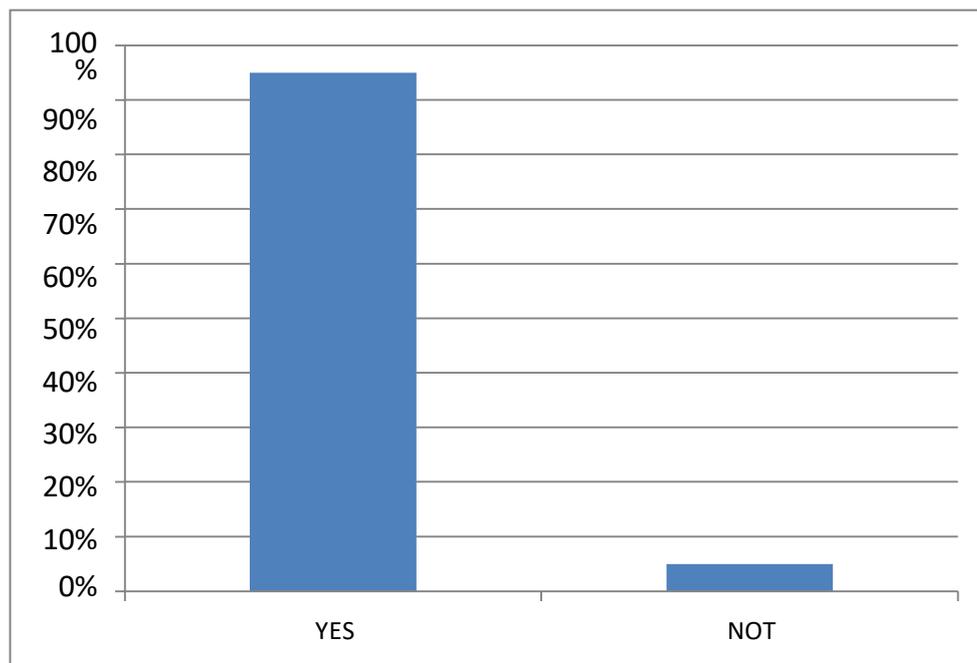
### 4.1 Research Results

Overall, based on the findings of positioning research in the selection of universities, it can be seen that the results of the study present answer data for grade X, XI, and XII students. The respondent data were all 102 consisting of high school / vocational students class X consisting of 28 respondents. Class XI consists of 23 respondents, and class XII consists of 51 respondents, with male gender which is 72 respondents and female 30 respondents. In this study, the highest overall number of respondents was in class XII.

**Table 2.** Decision of Students to Continue or Not to College

Statement	Sum	Percentage
YES	97	95%
NOT	5	5%
Total	102	100%

Source: Data processed by researchers (2024)



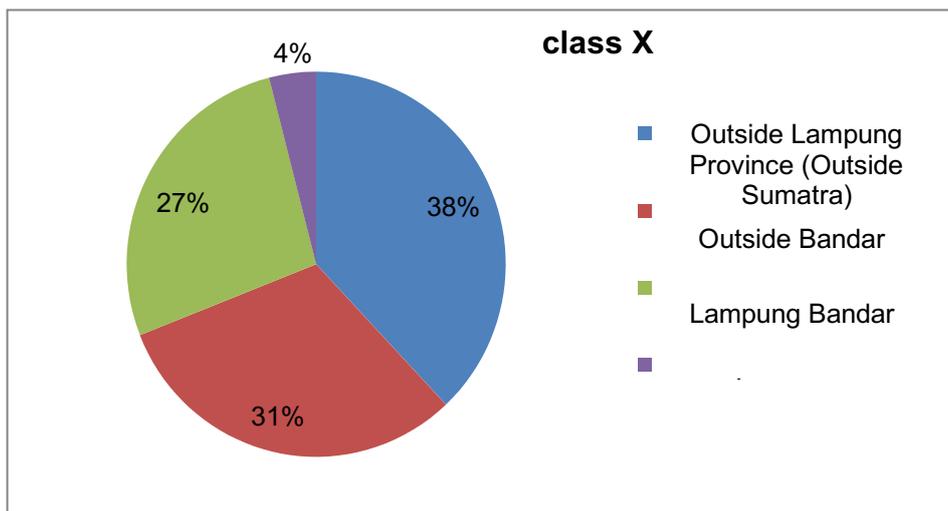
**Figure 1.** Students' Decision to Continue or Not to College

In the overall results of this study, we can detail that out of a total of 102 respondents involved, as many as 97 individuals or about 95% of them decided to go to college, by choosing the option "YES." Conversely, there were only 5 respondents or about 5% of the total who chose the "NO" option to continue to higher education. From this study a high percentage of "YES" answers reflect that many high school / vocational students in Bandar Lampung in grades X, XI, XII want to continue to college, while very few students do not continue to college.

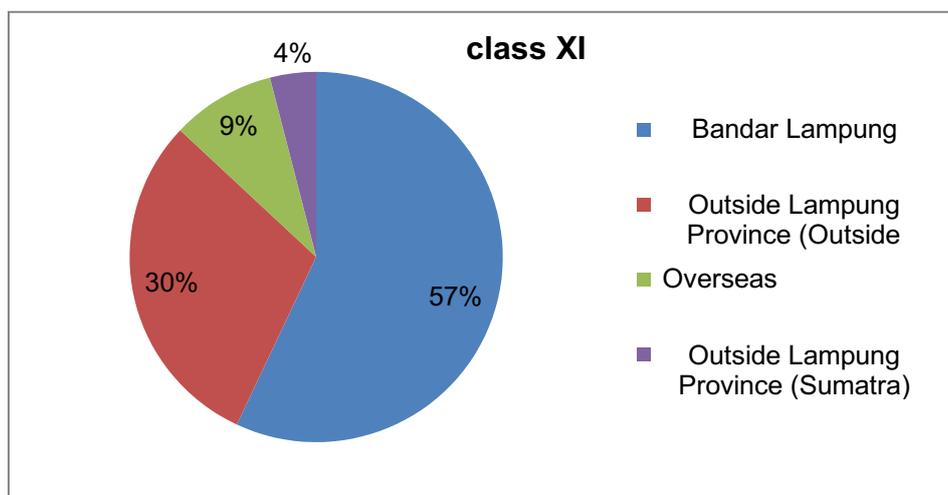
**Table 3.** Location of Colleges as a Whole

Answer	Sum		
	Class X	Class XI	Class XII
Bandar Lampung	7	13	40
Outside Lampung Province (Outside Sumatra)	0	7	5
Outside Bandar Lampung	8	0	2
Abroad	1	2	0
Outside Lampung Province (Outside Sumatra)	10	7	5

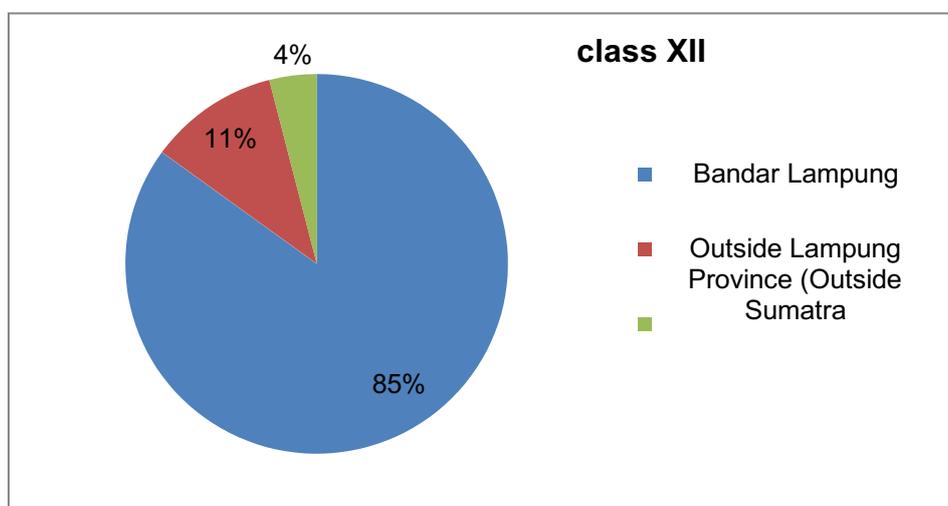
Source: Data processed by researchers (2024)



**Figure 2.** Class X College Location



**Figure 3.** Location of Class XI College



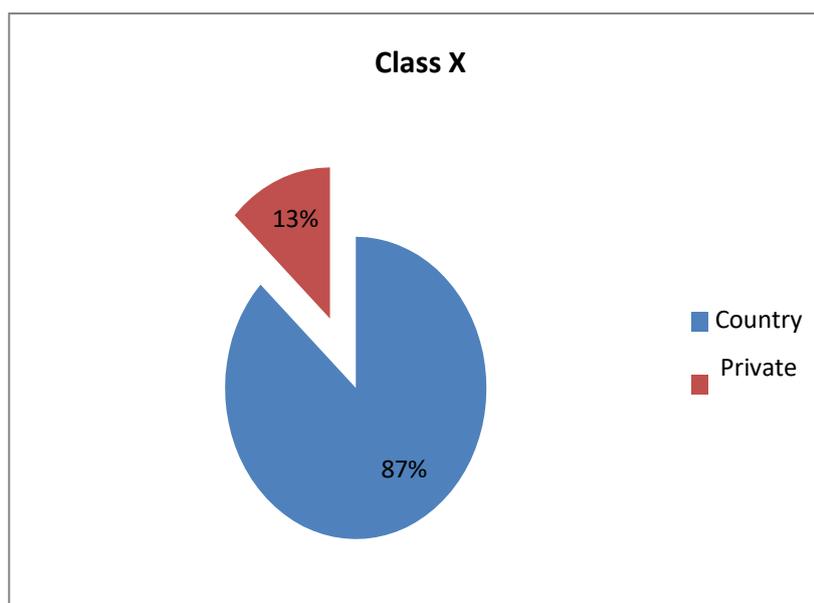
**Figure 4.** Location of Class XII College

The location of choosing a college class X students chose outside Lampung Province (outside Sumatra) with a percentage of 38%, followed by students who chose outside Bandar Lampung (31%). Meanwhile, Bandar Lampung as the provincial city center of 27% of the total class X respondents, outside Lampung Province (Sumatra) and abroad were also recorded with lower percentages, respectively 0% and 4%. Class XI shows a different pattern, where most students (57%) choose Bandar Lampung, outside Lampung Province (outside Sumatra), and abroad are also the choice of class XI students, with a percentage of 30% and 9% respectively. outside Lampung Province (Sumatra) and outside Bandar Lampung have zero percentages, indicating a lack of interest of class XI students in both locations. Meanwhile, class XII stands out as the class with the largest percentage of students who choose to continue to Bandar Lampung, reaching 85%. Overall, the study provides an interesting picture of students' preferences for college locations. Especially Bandar Lampung, continues to be the main attraction, especially for class XII students. outside Lampung Province (outside Sumatra) is also noted as a significant option, indicating the tendency of some students to seek experiences outside their provincial area. While outside Bandar Lampung and abroad are also an option, but with a lower percentage. shows that local and global geographical factors still play an important role in the choice of student college location.

**Table 4.** College Status

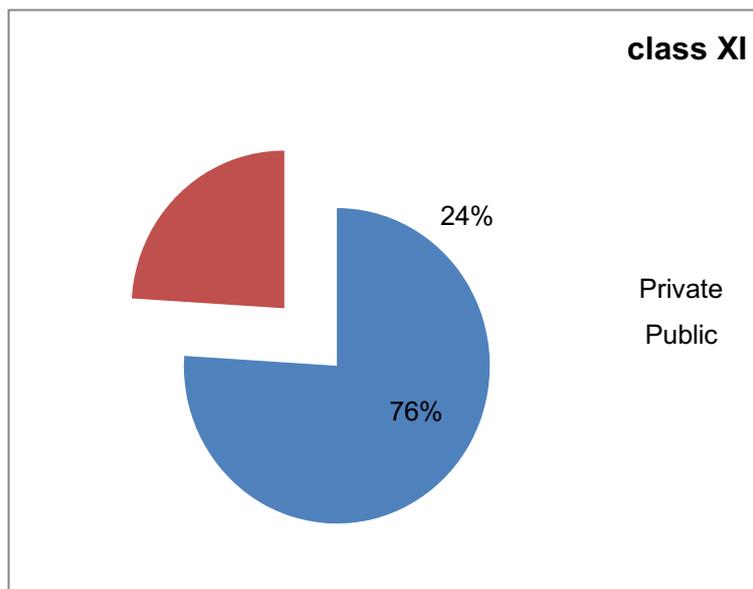
Statement	Sum		
	Class X	Class XI	Class XII
Country	54	39	89
Private	8	12	39

Source: Data processed by researchers (2024)



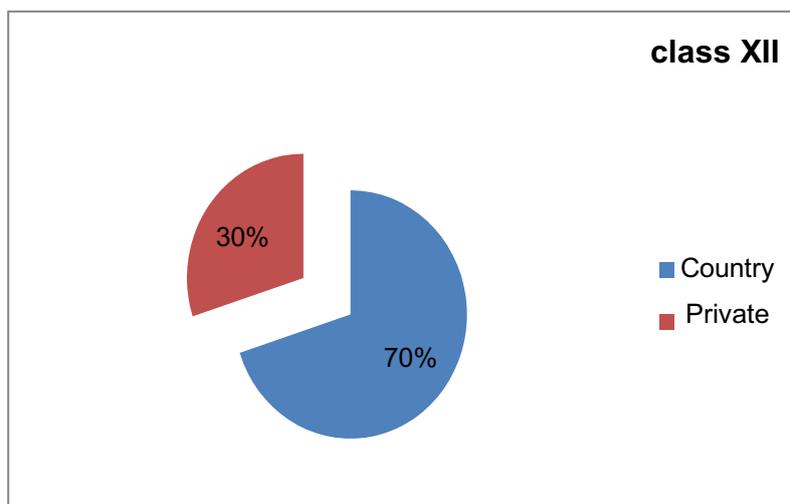
**Figure 5.** Class X College Status

In class X there were a total of 62 answers, the state dominated with 54 answers, reaching a percentage of 87%, while the private sector accounted for 8 answers or 13%. These results show that the majority of grade X students who contributed to the answers came from public schools. In this context, a significant comparison between public and private highlights the leading role of public schools in providing answers.



**Figure 6.** Class XI College Status

In class XI, where there are a total of 51 answers. Public schools still dominated with 39 answers or 76%, while private schools accounted for 12 answers or 24%. A somewhat lower percentage of grade X indicates variation, but public schools remain the main contributor to answers.



**Figure 7.** Class XII College Status

Class XII displays an interesting pattern, from a total of 128 answers, public schools still dominate with 89 answers with a percentage of 70%. Meanwhile, private answers reached 39, with a percentage of 30%. In class XII this is still the country that entered the most answers. At the X grade level, many students choose public college status as their choice. This is also the case in class XI, where more students are choosing state universities. When it comes to class XII, the majority of students still choose public universities, showing a consistent trend. It turns out that most students in class XI and XII want to continue their education to state universities, while only a few choose private universities.

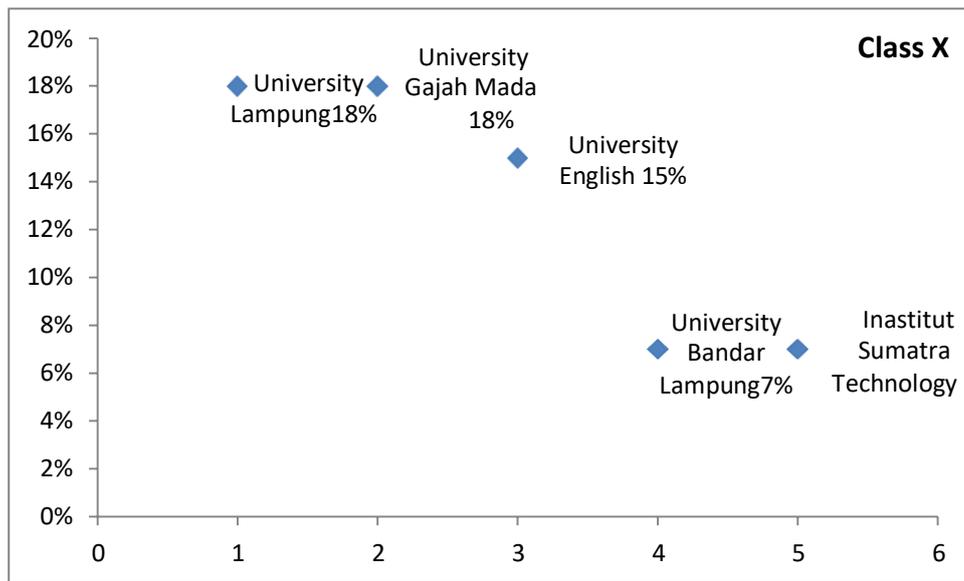


Figure 8. Class X College Selection

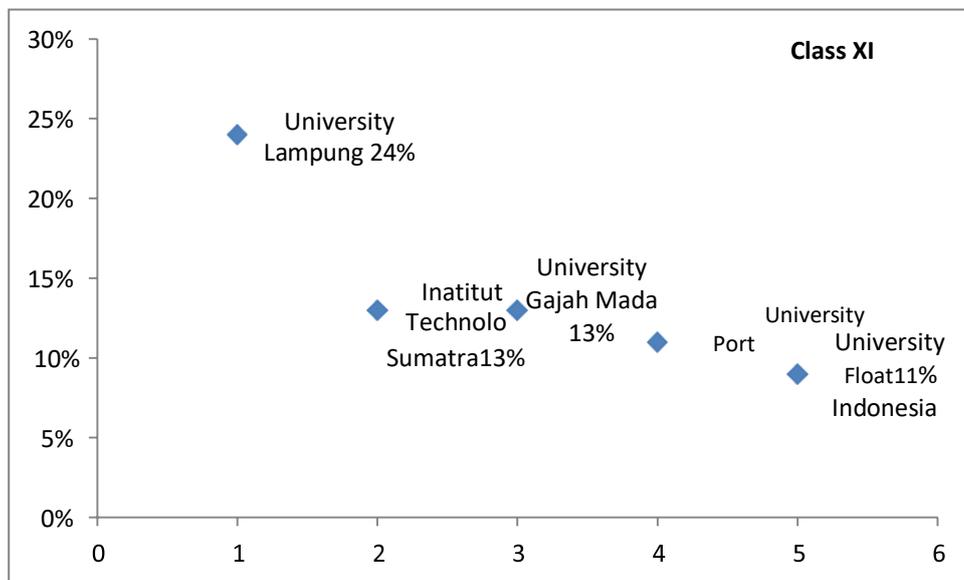
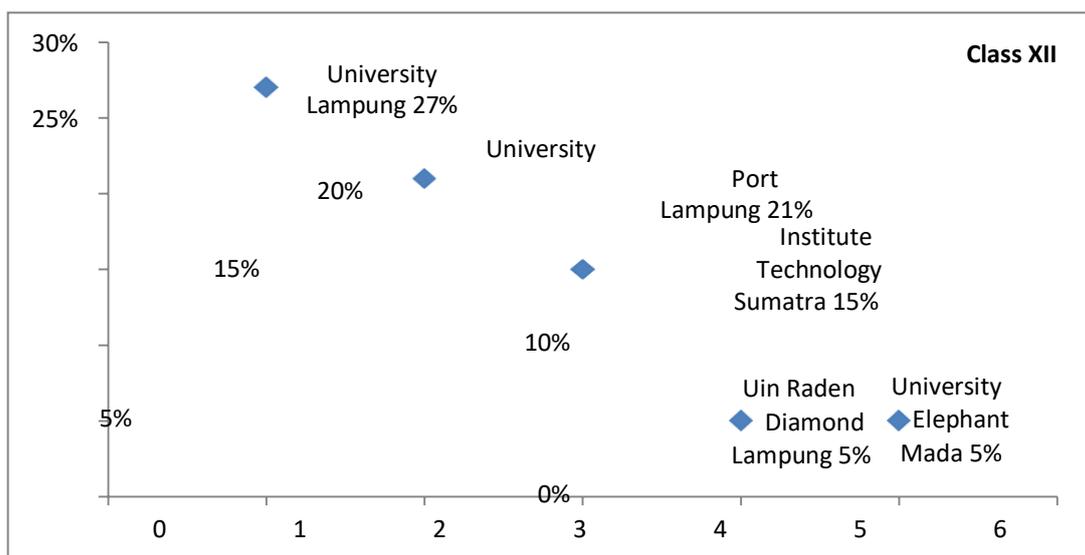
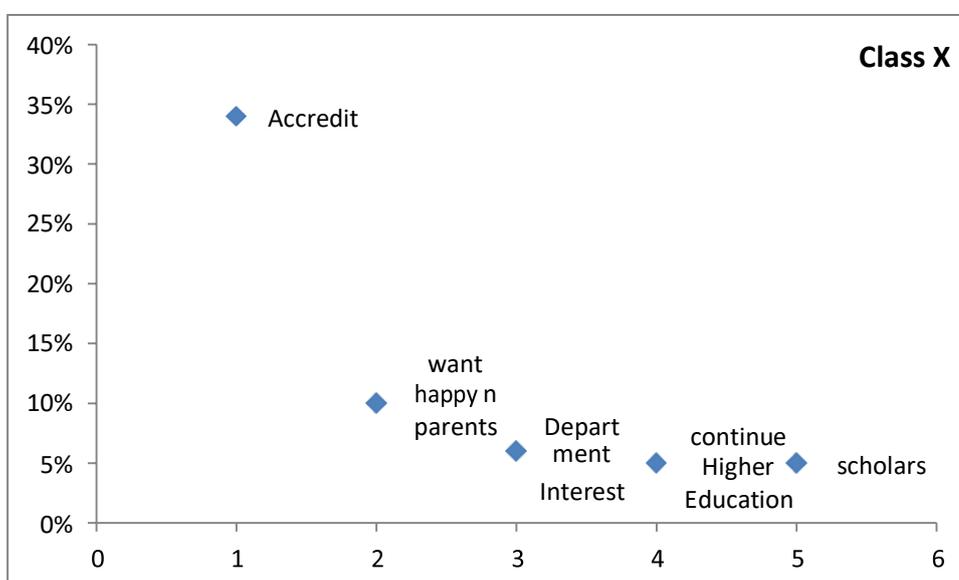


Figure 9. Class XI College Selection



**Figure 10.** Class XII College Selection

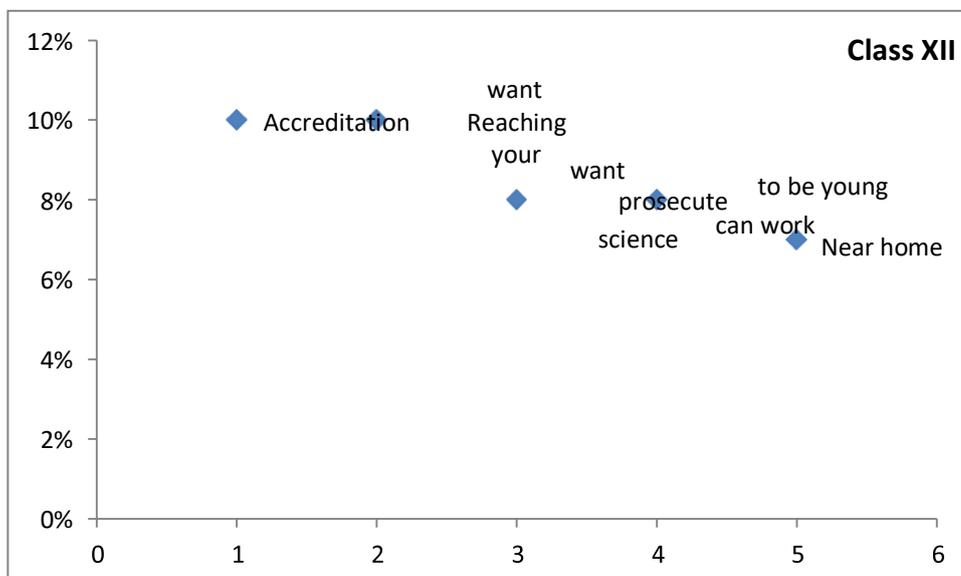
At the grade X level, there are five statements that are most chosen by students related to universities, namely favoriting the University of Lampung, Gajah Mada University, University of Indonesia, Bandar Lampung University, Sumatra Institute of Technology and Bandung Institute of Technology. When we look at preferences in class XI, the top five statements still contain the University of Lampung, Sumatra Institute of Technology, Gajah Mada University, Bandar Lampung University, and University of Indonesia. In class XII, the pattern of interest remained visible, with the top five statements including the University of Lampung, Bandar Lampung University, Sumatra Institute of Technology, UIN Raden Intan Lampung, and Gajah Mada University. Analysis of student interest in different classes shows trends in consistency in specific college selections, but also reflects variations and changes over the course of their education. Factors such as reputation, course of study, and location may have an influence on a student's decision in choosing a college that fits their aspirations and goals.



**Figure 11.** Student Perceptions in Choosing a College



**Figure 12.** Student Perceptions in Choosing a College



**Figure 13.** Student Perceptions in Choosing a College

The answers in class X related to the reasons for choosing college The top 5 answers are accreditation, want to make parents happy, there are majors in interest, want to continue higher education, many scholarships. Class XI answers the 5 most answers are choosing to study, accreditation, wanting to reach your goals, cheap ukt, there are majors that are in demand. The answers in class XII related to the reasons for choosing the most 5 answers are accreditation, want to reach your goals, want to study, so that it is easy to work, close to home, the influence of friends' invitations.

#### 4.2 Discussion

The positioning of students in the overall results of the study was the majority choosing to go to college, the reasons behind those choices, and how certain factors might influence their decisions.

The positioning of class X students tends to choose outside Lampung province with a percentage of 38%. Students in this class also choose the status of a public college as their

choice. PTN is often considered to have a higher academic reputation because it has many quality lecturers and a recognized curriculum. Each student may have a unique combination of these factors and other considerations when choosing PTN as their educational destination. The decision to continue studying to college is the most confusing decision because it will have long consequences for one's future. A student's decision to choose a college as a higher education destination can be influenced by a variety of factors, depending on each individual's preferences, needs, and goals. The reasons that encourage class X students to choose UNILA are because of accreditation, wanting to make parents happy, there are majors that are in demand, continuing higher education, and scholarships. This is due to economic considerations or cost of living and financial considerations may affect students' choice to pursue studies outside the province of Lampung. According to the theory of Foskett (1999), argues that choosing is the process is complex involving a number of influences that will lead to a decision.

The positioning of class XI the majority of students prefer Bandar Lampung with a percentage of 31%. Some students may choose locations that offer a more dynamic and diverse environment. Students in this class also choose public colleges. PTN usually has more affordable education costs than private universities. Each student has his or her own unique considerations in choosing a college, and preferences may vary depending on each individual's personal needs and values. Such as the decision of students in choosing a state university at the university of Lampung. The following scenario comes to mind for prospective students: they realize that they are interested in pursuing post-secondary education; they research the college of their choice; And they finally chose to register there. During the decision-making process, many elements will influence it. The reason for class XI students choosing state universities at the university of Lampung is because they want to study, accreditation, want to reach their goals, UKT is cheap, and there are majors that are in demand. One of the goals of higher education is to advance science and technology by recognizing and utilizing human values shared by all mankind. There are three main steps included in the decision-making process when choosing a university, according to a review of Ruslan et al. (2014) (Sidin, Hussin, & Soon, 2003).

While in class XII stands out with the largest percentage of students who choose to continue to Bandar Lampung. Students in this class also choose to go to college. The increase in the percentage of grade XII students who choose to continue to Bandar Lampung may reflect some changes or considerations that arise in the final stages of their secondary education. The reason for class XII in choosing a college is because of its accreditation, want to reach your goals, want to study, so that it is easy to get a job, and close to home. This shows their awareness of the recognized quality of education. Awareness of accreditation and the desire to study are seen as strong motivations at every grade level. Individual factors that influence a student's positioning in choosing a college can vary greatly between individuals; the selection of college by students appears to be influenced by a combination of internal (e.g., academic considerations) and external (e.g., social influences) factors. Students actively seek information to make the best choices in choosing an institution, according to Soares (2010). Prospective students seek information on various aspects of college selection, including academic standing, proximity to campus, financial aid, and study support, from a variety of sources (Wong, et al. (2016).

## 5. Conclusion

From the results and discussion, it can be concluded that the positioning of students in Bandar Lampung is as follows:

- 1) Its positioning of students in Bandar Lampung tends to have a strong desire to continue their education to college.
- 2) The majority of students tend to choose to live in Bandar Lampung, perhaps because they want to stay close to their families and home environments.
- 3) It found that many students still have the desire to attend public universities, showing their aspirations to get higher education in government institutions

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