

Abstract :The purpose of this study is find out, although the authority of graduates SMK Pharmacy's have been reduced, many parents still send their children to pursue vocational education at SMK Pharmacy's in Jakarta. Survey's using structured questionnaire were conducted in July to August 2017 in seven SMK Pharmacy, in DKI Jakarta with parents of 276 students of first academic year 2017/2018 as respondents. The results showed that the location of the school did not affect the decision of parents in choosing SMK Pharmacy. On the other hand, the implementation of UU No. 36 year 2014 (about Health Workers), brand of the school and the combined variables, (implementation of UU no. 36 year 2014, location and brand schools) had a significant effects on the decision of parents in choosing SMK Pharmacy. However, all the variables studied only explained the decision of parents in choosing SMK Pharmacy by about 12,6%. Therefore 87.4% of parents decisions in choosing SMK Pharmacy are influenced by other factors that are not observed

Keywords: analysis, brand, decision, implementation, school

Abstrak : Tujuan penelitian ini ingin mengetahui mengapa, walau wewenang lulusan SMK F telah dipangkas, masih banyak orang tua yang menyekolahkan anaknya ke SMK F di Jakarta. Survei menggunakan kuesioner terstruktur yang dilakukan pada bulan Juli – Agustus 2017 di tujuh SMK F DKI Jakarta dengan orang tua dari 276 siswa kelas I Tahun Ajaran 2017/2018 sebagai responden. Hasil penelitian menunjukkan bahwa lokasi sekolah tidak berpengaruh terhadap keputusan orang tua dalam memilih SMK F, sedangkan yang lain berpengaruh. Namun demikian, seluruh variabel yang diteliti hanya menerangkan keputusan orang tua dalam memilih SMK F sebesar 12,6%. Dengan demikian, 87,4% keputusan orang tua dalam memilih SMK F dipengaruhi oleh berbagai faktor lain yang tidak diamati.

Kata kunci: analisis, implementasi, keputusan, merek, sekolah