

ABSTRACT

The Effects of Students' Motivation and Socio-Economic Factors on Students' Enrollment
in a Short Cooking Class Course, Case Study: Tourism Vocational School Students
Majoring in Culinary Arts in DKI Jakarta

By

Saraswati Harischandra

Vocational Secondary Schools are established with the aim to press unemployment rate and the graduated students are expected to be able to face working industry with all knowledge and skills learned. However, the fact is vocational schools generate the biggest number of unemployment. The underlying reason is because the graduated students are not able to fulfil the requirement of working industry due to inadequate education quality. Hence, as solution, short cooking class course is a good alternative to overcome the students' obstacles. Short cooking class course is expected to give students some benefits such as acquiring further knowledge and skills about culinary in a shorter period of time compared to taking a diploma. With 3 months intensive course and qualification certificate post-course, it is expected to be more efficient and effective in terms of energy, time, and financial and students are also linked to some companies for job applications.

This research is conducted to analyze the effects of student motivation and socio-economic factors on student enrollment in short cooking class course. This research used quantitative data in form of questionnaire spread to 104 tourism vocational secondary school students majoring in culinary arts in DKI Jakarta. Structural Equation Modeling (SEM) is used to generate path analysis diagram and model fit to analyze the research model. The result found are student motivation has a significant positive relationship on student enrollment by 51%, and socio-economic factors indicate significant positive relationship as well by 32%. Based on the results, the short cooking class course must be more focusing on the factors that impact student motivation to enroll.

Keywords: Student Motivation, Socio-Economic Factors, Student Enrollment.