

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the results of the analysis and discussion, then put some notes that:

1. From the product variable, brand image has the highest rank. It means SMA BPK PENABUR Tasikmalaya is popular in positive way for graduated junior high schools. It is good since the school as wellknown for discipline and achievement.
2. The second one about place, SMA BPK PENABUR is placed in a strategic way. It can be got from many streets. It's near the students' home. That's why students choose SMA BPK PENABUR Tasikmalaya as their place to study. They don't need to get burden by complicated vehicles.
3. The third one about price, students chose reachable payment as the highest rank. It is not strange anyway. With complete facilities, the payment they paid is the right complement.
4. The fourth one about promotion. It's nice open school to be access for students to know about SMA BPK PENABUR Tasikmalaya.
5. The fifth is about people. Qualified teachers become the main reason students enter SMA BPK PENABUR Tasikmalaya. For a private school in small city. SMA BPK PENABUR Tasikmalaya has qualified teachers in certain background. Some of them took a master degree.
6. The six one is about process. Process in registration in SMA BPK PENABUR is easy. Just come to school. Then, administration officers will guide the students friendly.
7. The seventh one is about psychical evidence. SMA BPK PENABUR Tasikmalaya has a big building. Students who study there can be proud of it.
8. Product, price, promotion and people have a significant influence on student's choice to enter SMA BPK PENABUR Tasikmalaya.

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9. Place, process and psychical evidence don't influence on student's choice to enter SMA BPK PENABUR Tasikmalaya.

5.2 Suggestion

From research done, the researchers can suggest as follow:

1. From the product variable, a good curriculum has the lowest rank. It is suggested for school to improve the curricula. What's the good and what's the bad. The main thing, the school should still follow the national curricula with improving some creative curricula, so the students will like it. It is hoped can improve the quality of product variable.
2. The second one about place, near from public facilities has the lowest rank. It is suggested to make some facilities available such as garden.
3. The third one about price, it is suggested to introduce the scholarship deeply. The scholarship will help students financially and make proud for smart students who get it.
4. The fourth one about promotion. Annual big event need a lot of money to hold it. And then, from research, the annual big event is in the bottom list. It is suggested to promote the annual big event in larger media such as radio and newspapers.
5. The fifth is about people. Improving qualities of non-administration officers should be done. Security and others should do the job professionally.
6. The six one is about process. Process in learning in the class got the bottom list. It is suggested to make class more fun.
7. The seventh one is about psychical evidence. Complete the facilities in labs, so that students can be interesting to study there.
8. Since product, price, promotion and people have a significant influence on student's choice to enter SMA BPK PENABUR Tasikmalaya, better for school to focus on them.
9. Since place, process and psychical evidence don't influence on student's choice to enter SMA BPK PENABUR Tasikmalaya, it is suggested to look out what's wrong with these. It is useless or something not perfectly taken care.

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