

The Decision to Use Training Services is Reviewed From the Promotion, Costs, Facilities and Location of Vocational Training Center and Productivity Surakarta

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ABSTRACT

The objectives of this study are (1) to test and analyze the influence of promotion on the decision to use training services at the Surakarta Vocational and Productivity Training Center. (2) to test and analyze the influence of costs on the decision to use training services at the Surakarta Vocational and Productivity Training Center. (3) to test and analyze the influence of facilities on the decision to use services at the Surakarta Vocational and Productivity Training Center. (4) to test and analyze the influence of location on the decision to use training services at the Surakarta Vocational and Productivity Training Center. The research was conducted at the Surakarta Vocational and Productivity Training Center. The sample of this study was 182 students of the project-based learning training program batch IV at the Surakarta Vocational and Productivity Training Center with a saturated sampling technique. The data collection technique used a questionnaire. The data analysis technique used multiple linear regression analysis. The results of this study indicate that promotion has a positive and significant effect on the decision to use services. Costs do not have a significant effect on the decision to use services. Facilities do not have a significant effect on the decision to use services. Location does not have a significant effect on the decision to use services. Promotion, costs, facilities and location simultaneously have a positive and significant effect on the decision to use services.

Keywords: promotion, costs, facilities, location, service usage decisions.

INTRODUCTION

The industrial world is currently facing a crisis of competent and work-ready vocational workers amidst increasingly complex global challenges. The demand for skilled, adaptive human resources (HR) that are in line with market needs continues to increase. Meanwhile, the availability of education and training graduates who meet industry standards remains limited. This phenomenon creates a skills gap between the abilities possessed by job seekers and the competency demands in the industrial world. One impact of this skills gap is unemployment. Based on the Official Statistics News of the Central Statistics Agency (BPS) No. 103/11/Th. XXVIII dated November 5, 2025, the number of unemployed in August 2025 was 7,461,510 people. This number increased by 183,200 people compared to February 2025, which was 7,278,310 people. The following is a description of the number and percentage of unemployed in 2025.

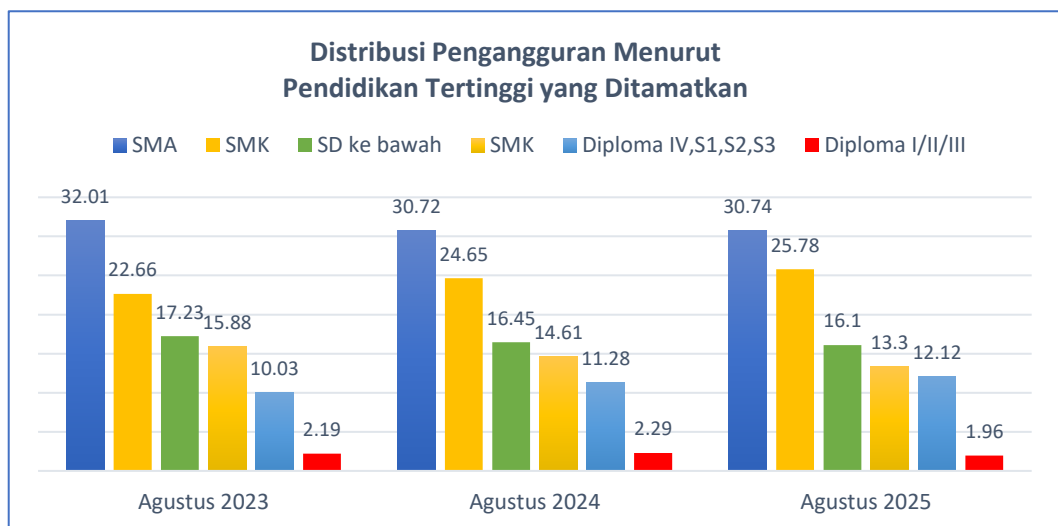
Table 1. Percentage of Employed and Unemployed Population in 2025

Working Population and Unemployment	Number and Percentage of Employed and Unemployed Population					
	Working Population 2025			Unemployed Population 2025		
	February	August	Annual	February	August	Annual
Percentage (%)	95.24	95.15	-	4.76	4.85	-
Number (thousand people)	145,771.18	146,542.26	-	7,278.31	7,461.51	-

Source: BPS Official Statistics News No. 103/11/Th. XXVIII

The proportion of unemployed based on educational attainment in 2025 was dominated by high school graduates, at 30.74% (47,339,600 people) out of a workforce of 154,000,000. Meanwhile, the lowest unemployment rate was among Diploma I/II/III graduates, at 1.96 percent (3,018,400 people). The following is a breakdown of the distribution of unemployed by educational attainment.

Graph I.1. Distribution of unemployment by highest education level (in percent), August 2023–August 2025



Source: BPS Official Statistics News No. 103/11/Th. XXVIII

Vocational training institutions are one solution that can be used to address the gap between job seekers and the competency requirements in the vocational sector. Various types of training institutions are growing and developing rapidly in Indonesia. The public is increasingly aware of the importance of improving their skills, knowledge, and attitudes. This is necessary to ensure their competencies are

accepted in the industrial world. New training programs offered by vocational training centers to improve the competencies of job seekers are also essential. Furthermore, upgrading the technical and methodological competencies of vocational training center instructors is necessary to address the rapid development of the industrial world.

The Surakarta Vocational and Productivity Training Center (BPVP) is a government training institution that provides various free vocational training programs, competency certification, and job placement collaborations with the industrial sector. In addition, BPVP Surakarta also actively promotes itself through digital media, outreach activities, and national vocational training programs to attract public interest in participating in training. Although the training offered is free and certified, the number of students who decide to participate in training tends to fluctuate with each training period. This condition indicates that people's decisions to use training services are influenced not only by the need for skills improvement, but also by various other service marketing factors. The following is data on students who have participated in regular competency-based institutional training conducted through recruitment at the Surakarta Vocational and Productivity Training Center over the past five years.

Table 2. Table of Number of Training Students at BPVP Surakarta

No.	Year	Target Number of Students	Actual Number of Students
1.	2021	1184 people	1104 people
2.	2022	1483 people	1947 people
3.	2023	2272 people	2270 people
4.	2024	2112 people	2112 people
5.	2025	2880 people	2731 people

Source: Report on the implementation of training activities at BPVP Surakarta

Based on the data in the table above, it can be concluded that the number of students trained in 2021, 2023, and 2025 fell short of the target. This fluctuation in the number of students is undoubtedly influenced by several factors in the marketing of training services. Researchers conducted brief interviews with 15 respondents and asked them about the main factors that attracted them to training at BPVP Surakarta. The following is documentation of the preliminary interviews and a summary of the interview results.

Table 3. Summary of preliminary interview results

No.	Dominant Findings	Number of Responders
1.	Free/unpaid training	4 respondents
2.	Interesting training information on Instagram	7 respondents
3.	Training facilities in accordance with those in the industry	2 respondents

4.	Strategic training location	2 respondents
Amount		15 respondents

The recap of the interview results with 15 respondents above shows that the main factor influencing respondents to use training services at BPVP Surakarta is from interesting training information on Instagram, which was answered by 7 respondents. The influence factor of free or unpaid training was answered by 4 respondents. Meanwhile, the influence of training facilities that are in accordance with those in the industry and strategic training locations were each answered by 2 respondents. Based on the results of preliminary interviews with 15 respondents, it can be concluded that students' decisions to use training services at BPVP Surakarta are influenced by promotion, cost, facilities, and location. The dominant findings from this preliminary interview serve as the basis for conducting further research on the influence of promotion, cost, facilities, and location on the decision to use training services at BPVP Surakarta.

The decision to use training services at BPVP Surakarta certainly involves many considerations. Several factors influence a person's decision-making process, including their position, problems, situation, conditions, and goals. (Fauzi & Kartiko, 2023) Past situations or experiences are one of the factors that determine students' choices in selecting training that suits their needs. This is supported by the opinion of Kristianto, Fathorrahman and Pradiani (2024) which states that making decisions about what to buy is a decision-making process related to purchasing, and this decision is based on past activities. Students' past experiences can serve as a reference in making decisions about whether or not to attend training. This is in line with Nurdin, Guslina and Mardiana (2024) which states that the decision to purchase a product or use a service refers to the consumer's choice to purchase or not purchase a product or service.

Promotion is a crucial element in supporting the successful marketing of a product. The diverse training programs produced by training centers also require appropriate marketing strategies and media. This is necessary to ensure that the training programs, created based on identified industry needs, are able to attract the interest of the public seeking training or competency upgrades. Research by Fauzan, Aramita, & Siregar (2025) shows that promotion has a positive and significant influence on consumer decisions in selecting competency training. This statement is supported by Fauzi & Kartiko (2023) which states that promotion has a positive and significant influence on the decision to choose a school. Meanwhile, research by Endaryono & Ekawati (2023) states that promotion has no significant influence on the decision to use tour and travel services.

Education (training) costs need to be considered because people will compare the cost of education with the facilities provided. The amount of costs incurred for attending training is not only the cost of organizing the training, but also includes other costs such as transportation, living expenses (for those living outside the city), and costs incurred to obtain training information. Education (training) costs are also

a crucial factor for education (training) providers because without support from education (training) costs, the education (training) process will be disrupted. Therefore, biaya is one of the considerations when students want to improve their competencies through training. This aligns with the research findings of Bahtata and Santoso (2025), which found that costs have a positive and significant effect on the decision to choose a school. This statement is supported by Purwantoro and Buulele (2022), who found that education costs have a positive and significant partial effect on students' decisions. Meanwhile, research by Aprillita and Njotowidjojo (2023) found that costs have no effect on students' college-choosing decisions.

The more comprehensive the facilities provided, the higher the students' motivation to learn. The completeness and condition of the facilities will also affect the quality of the training center's output, in this case the competencies possessed by students. Before offering training to the public, the availability and condition of a training center's facilities need to be considered. This occurs because facilities are a physical resource that must be available before services are offered to consumers/customers. Facilities are also provided for buyers to benefit from them. Therefore, the facilities provided by a training center are one of the attractions to persuade students to participate in training. The results of research by Simamora, Siagian & Pelawi (2023) stated that facilities significantly influence the decision to choose a school. This is in line with Angelina (2023) who explained that facilities significantly influence students' choices. Meanwhile, Simatupang, Pradiani, and Fathorrahman (2024) stated that facilities do not significantly influence parents' decisions regarding sending their children to school.

The location of a training center significantly impacts the target student population. The closer a center is to transportation and the community, the easier it is for the center to reach its students. Business locations should consider environmental factors, proximity to suppliers, and transportation. The proximity of the location and ease of access to the training center will certainly be a draw for people wishing to train at the training center. Research by Peni (2023) indicates that location influences the decision to choose a medical school. Bahta & Santoso (2025) show that location has a positive and significant effect on school selection decisions. Meanwhile, Kristanto & Santoso (2025) state that location does not influence school selection decisions.

The Surakarta Vocational and Productivity Training Center (BPVP) is the oldest government vocational training institution in Indonesia, established in 1947 under the name BLK Surakarta. The primary task and function of the BPVP Surakarta is to conduct training and certification in the fields of vocational and productivity. Training at the BPVP Surakarta can be provided in the form of institutional training (regular training conducted in the center), tailor-made training (training in collaboration with the business/industry world), or mobile training units (skills training held in villages/sub-districts). The BPVP Surakarta has a strong reputation as a provider of quality training services. Its strategic location and easy access for participants from within and outside the city, making it an important factor in the decision to use

training services. In addition, training fees are competitive and in accordance with the competency standards provided. BPVP Surakarta is also quite active in promoting itself through various media, allowing prospective participants to easily obtain information. The facilities are complete and well-maintained, thus supporting an optimal learning process. The diversity of participants who attend the training also provides rich data for analysis. BPVP Surakarta has a training program that is continuously updated to meet industry needs, making it a dynamic and representative research object.

RESEARCH METHODS

The type of research used in this study is quantitative research. The quantitative data of this study are in the form of respondents' opinions in the questionnaire. The researcher chose to use a quantitative descriptive method to determine the magnitude of the influence and significance between promotion, costs, facilities and location on the decision to use training services at the Surakarta Vocational and Productivity Training Center. This research was conducted at the Surakarta Vocational and Productivity Training Center, which is located at Jl. Bhayangkara No. 38 Surakarta. The author chose this location because the influence of promotion, costs, facilities and location was found on the decision to use training services at the Surakarta Vocational and Productivity Training Center. Before creating the research title, the author searched for information about the Surakarta Vocational and Productivity Training Center until it was found that there was an influence of several variables on the decision to use training services. The research was adjusted to achieve the required information for approximately 4 months starting from March 2026 to June 2026. The population in this study were 182 students of project-based learning training batch IV who trained at BPVP Surakarta in 2025. The number of samples in this study was 182 people. This study uses a saturated or census sampling technique. In this study there are 2 variables, namely the independent variable and the dependent variable. The independent variables in this study are Promotion (X1), Cost (X2), and Facilities (X3), Location (X4), the dependent variable in this study is the Decision to Use Training Services (Y) The analysis tool in this study is Multiple Linear Regression. With the regression formula:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information :

Y: Purchase Decision Variables

X1 : Promotion Variable

X2 : Price Variable

X3 : Facility Variable

X4 : Location Variable

a : constant

β : regression line coefficient

e : error termnuisance error

RESULTS AND DISCUSSION

Multiple Linear Regression

Table 4. Results of Multiple Linear Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,201	1,506		4,782	<0.001	
	Cost	0.118	0.069	0.149	1,694	0.092	0.463
	Facility	0.107	0.088	0.121	1,209	0.228	0.357
	Promotion	0.341	0.075	0.390	4,579	<0.001	0.490
	Location	0.102	0.064	0.106	1,591	0.114	0.797

a. Dependent Variable: Decision

Source: Primary data processed in 2026

Based on the results above, the multiple regression model in this study can be formulated as follows:

$$Y = 7.201 + 0.341X_1 + 0.118X_2 + 0.107X_3 + 0.102X_4$$

- 1) The constant value (α) is 7.201, meaning that if the independent variables, namely Promotion (X_1), Costs (X_2), and Facilities (X_3) and Location (X_4), have a value of 0 (zero), then the constant value is 7.201.
- 2) The coefficient of the Promotion Variable (X_1) (β_1) from the multiple linear regression calculation has a coefficient value (β) = 0.341. This shows that if the Promotion variable (X_1) increases by one unit, while the Cost (X_2) Facility (X_3) and Location (X_4) variables are constant at zero or fixed, then the Decision to Use Services (Y) will increase by 0.341.
- 3) The coefficient of the Cost Variable (X_2) (β_2) from the multiple linear regression calculation has a coefficient value (β) = 0.118. This shows that if the Cost variable (X_2) increases by one unit, while the Promotion variable (X_1), Facilities (X_3) and Location (X_4) are constant at zero or fixed, then the Decision to Use Services (Y) will increase by 0.118.
- 4) The coefficient of the Facility Variable (X_3) (β_3) from the multiple linear regression calculation has a coefficient value (β) = 0.107. This shows that if the Facility variable (X_3) increases by one unit, while the Promotion variable (X_1), Cost (X_2) and Location (X_4) are constant at zero or fixed, then the Decision to Use Services (Y) will increase by 0.107.
- 5) The coefficient of the Location Variable (X_4) (β_4) from the multiple linear regression calculation has a coefficient value (β) = 0.102. This shows that if the Location variable (X_4) increases by one unit, while the Promotion variable (X_1), Cost (X_2) and Facilities (X_3) are constant at zero or fixed, then the Decision to Use Services (Y) will increase by 0.102.

F test

Table 5 F Test Results

Model	F	Sig.	Information
Regression Residual Total	29,023	< 0.001	H ₀ rejected

Source: Primary data processed in 2026

The results of the analysis of the data that has been determined, it can be seen that the value F_{hitung} is 29,023 because $F_{hitung} > F_{tabel}$ ($29.023 > 2.43$) and significance $< 0.001 < 0.05$ then H₀ is rejected. It is concluded that H_a accepted, meaning that the Promotion (X1), Cost (X2) and Facilities (X3) and Location (X4) variables simultaneously have a significant influence on the Decision to Use Training Services (Y) at the Surakarta Vocational and Productivity Training Center.

t-test

Table 2 t-Test Results

Variables	t count	t table	Sig.	Standard	Information
Promotion	4,579	1,975	<0.001	<0.05	Accepted
Cost	1,694	1,975	0.092	<0.05	Rejected
Facility	1,209	1,975	0.228	<0.05	Rejected
Location	1,591	1,975	0.114	<0.05	Rejected

Source: Primary data processed in 2026

The following is the calculation to test the significance of the partial linear regression coefficient using the t-test:

- 1) The calculated t value is greater than the t table ($4,579 > 1,975$) and significant value ($< 0.001 < 0.05$), then H₀ is rejected and H_a is accepted., meaning that promotion has a significant influence on the decision to use training services at the Surakarta Vocational and Productivity Training Center.
- 2) The calculated t value is smaller than the t table ($1.694 < 1.975$) and the significant value ($0.092 > 0.05$), so H₀ is accepted and H_a is rejected., meaning that costs do not have a significant influence on the decision to use training services at the Surakarta Vocational and Productivity Training Center.
- 3) The calculated t value is smaller than the t table ($1.209 < 1.975$) and the significant value ($0.228 > 0.05$), so H₀ is accepted and H_a is rejected., meaning that facilities do not have a significant influence on the decision to use training services at the Surakarta Vocational and Productivity Training Center.
- 4) The calculated t value is smaller than the t table ($1.591 < 1.975$) and the significant value ($0.114 > 0.05$), so H₀ is accepted and H_a is rejected., meaning that location does not have a significant influence on the decision to use training services at the Surakarta Vocational and Productivity Training Center.

Coefficient of Determination (R²)

Table 3 Results of the Determination Coefficient (R²) Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.643a	0.413	0.399	1.83343
a. Predictors: (constant),x ₄ ,x ₂ ,x ₁ ,x ₃				

Source: Primary data processed in 2026

Based on the results of the table above, it can be seen that the adjusted R Square (R²) value in this study is 0.399. So it can be interpreted that the variation of independent variables consisting of promotion (X₁), cost (X₂), facilities (X₃), and location (X₄) on the dependent variable, namely the decision to use services (Y), is 39.9% while the remaining 60.1% is influenced by other factors.

Discussion

- 1) The influence of promotion on the decision to use training services at BPVP Surakarta.

The t-test results in Table 6 indicate that promotions have a positive and significant effect on the decision to use training services. These results demonstrate that the more frequent promotions are conducted, the greater the decision to use training services.

This research aligns with previous research conducted by (Fauzan, Aramita & Siregar, 2025); (Fauzi & Kartiko, 2023) where promotion has a positive and significant influence on the decision to use training services.

Promotion has a significant and tangible impact on convincing someone to choose a training service. Promotion acts as a bridge of information, alleviating potential participants' doubts through training program marketing content on social media and testimonials from successful alumni. Potential participants' doubts can be transformed into confidence that the training is indeed high-quality and suited to their needs through social media promotion.

Simply put, promotions conducted by displaying comprehensive information, presenting engaging content, selecting appropriate promotional media, and selecting the right timing and frequency of promotions not only make a training institution more well-known but also increase its market value in the eyes of the public. This aligns with Adwimurti and Sumarhadi (2023), who argue that Promotion is carried out to disseminate information, influence and remind the target market to be willing to accept, buy and be loyal to the products or services offered. When potential participants feel confident that the training program offered through promotion meets their needs, they will not hesitate to enroll. Therefore, one of the main keys to increasing the number of training participants is improving the method and quality of promotions to convince the target market.

- 2) The influence of costs on the decision to use training services at BPVP Surakarta.

The t-test results in Table 6 indicate that cost does not significantly influence the decision to use training services. These results demonstrate that the amount

of money spent by prospective participants in attending training does not necessarily influence their decision to use training services.

This research is in line with previous research conducted by Aprilita & Njotowidjojo (2023) which stated that costs do not have a significant effect on the decision to use training services.

In addition to government-funded training costs, several cost variables influence the decision to attend training at BPVP Surakarta, which apparently do not significantly impact prospective participants. One key example is daily transportation costs. This is because BPVP Surakarta's strategic location and easy access by both private and public transportation means that travel costs are considered reasonable and not a significant obstacle. Furthermore, most people consider travel costs to be a routine daily expense, so high or low transportation costs will not deter them from enrolling in training that is proven to be free and high-quality.

On the other hand, opportunity costs, such as lost income during training, are often insignificant, especially for job seekers or recent graduates. This statement is supported by Purba et al. (2024), who argue that the costs students must bear are not only training costs but also indirect costs in the form of lost opportunity costs. For students, spending a few weeks focused on studying is far more valuable than thinking about losing time working, which they do not yet have. Therefore, these supporting cost components tend to be ignored by prospective participants, because their main focus is on obtaining free skills, competency certification, and much more promising job opportunities after graduating from BPVP Surakarta.

3) The influence of facilities on the decision to use training services at BPVP Surakarta.

The t-test results in Table 6 indicate that facilities did not significantly influence the decision to use training services. These results demonstrate that the appearance of facilities does not necessarily influence prospective participants' decisions to use training services.

This research is in line with previous research conducted by Pradiani & Fatorrahman (2024) which stated that facilities do not have a significant influence on the decision to use training services.

The fact that the facility variable did not influence the decision to use training services at BPVP Surakarta indicates that the physical condition of the training facilities is not a primary consideration for prospective participants in choosing this institution. Ease of access to facilities, such as the location of the workshop and the clarity of symbols or icons for public facilities that are easy to understand, are considered commonplace and standard for a government training institution, and are therefore no longer a special bargaining chip driving the decision. Therefore, prospective participants' decision-making tends to ignore these visual factors and prioritize other aspects that directly impact their competency fulfillment, such as

the functionality of substantial facilities such as machines and practical equipment in the workshop.

The function of these substantial facilities must support the fulfillment of work competencies, as explained by Hidayana (2021), who explains that the function of facilities in learning or training is to support and facilitate activities or programs related to learning or training. Therefore, the physical appearance of secondary supporting facilities will not drastically influence their decisions. People will still choose to train at BPVP Surakarta because they prioritize the opportunity to operate industry-standard equipment for free to gain certification and job skills.

- 4) The influence of location on the decision to use training services at BPVP Surakarta.

The t-test results in Table 6 indicate that location did not significantly influence the decision to use training services. These results demonstrate that the distance to the training center does not necessarily influence a potential participant's decision to use training services.

This research is in line with previous research conducted by Kristanto & Santoso (2025) which stated that location does not have a significant influence on the decision to use training services.

This finding indicates that the distance of a training center that focuses its activities in one area is not a primary factor considered by students when deciding to use training services. Training centers that concentrate all their operational activities in one area are referred to as centralized (Priatna, 2025:70).

Location had no impact on the decision to use this service because most participants focused more on the benefits they would gain from the training, such as skills improvement, competency certification, and job opportunities. Ease or difficulty in reaching the training location did not directly influence participants' decision to attend.

CONCLUSION AND SUGGESTIONS

The study was conducted to determine the influence of promotion, cost, facilities, and location on the decision to use training services at the Surakarta Vocational and Productivity Training Center. Data collection used a questionnaire with a saturated sample of 170 respondents. Data analysis used multiple linear regression. Promotion had a positive and significant effect on the decision to use training services. Cost did not have a significant effect on the decision to use training services. Facilities did not have a significant effect on the decision to use training services. Location did not have a significant effect on the decision to use training services.

Promotion was the only variable with a significant influence. The BPVP Surakarta Ready to Work Kiosk/Public Relations Team is advised to continue improving content quality. Focus promotions on success stories of alumni who were immediately employed or successfully started independent businesses, as well as implementing digital-based training (such as creating smartphone app-based

marketing content) to be more attractive to the younger generation. The free training costs, facilities, and location are currently in an ideal condition for the community. BPVP Surakarta can simply maintain the quality of existing practice room facilities and equipment to maintain them in accordance with industry standards, without the need for major overhauls that would not directly impact applicant interest. The results of the study indicate that cost, facilities, and location do not significantly influence the decision to use services. Future researchers studying BPVP Surakarta are advised to test other variables considering that there is still a 60.1% influence outside the research variables such as training program quality, service quality or the image of the training center and so on.

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