

RINGKASAN**Analisis Faktor Dominan yang Berhubungan dengan Pemilihan Pemanfaatan Layanan Bimbingan dan Konseling Sekolah**

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Pemilihan pemanfaatan layanan Bimbingan dan Konseling di tempat penelitian menunjukkan tingkat yang masih rendah. Masih banyak yang memanfaatkan tidak atas kesadaran sendiri. Berdasarkan teori perilaku, maka faktor yang mempengaruhi seseorang bertindak dapat dikelompokkan menjadi 2 (dua) yaitu faktor individu dan faktor di luar individu. Faktor individu meliputi variabel demografi dan karakteristik individu. Karakteristik individu meliputi Pengetahuan, Sikap, Persepsi, Keyakinan dan hal-hal yang bersifat psikologis. Sedangkan faktor dari luar individu (lingkungan) meliputi referensi orang terdekat, norma lingkungan, sikap petugas, dan hal-hal yang berkaitan dengan kondisi fasilitas.

Dua Individu jika dihadapkan pada obyek yang sama belum tentu akan memberikan respon yang sama walaupun obyeknya sama. Hal tersebut dipengaruhi oleh 2 (dua) faktor tersebut. Faktor-faktor yang mempengaruhi perilaku sangat penting untuk dikaji pada proses pemilihan pemanfaatan layanan kesehatan agar apa yang diharapkan oleh penyedia layanan sama dengan yang dibutuhkan oleh konsumen.

Tujuan penelitian ini adalah untuk mengetahui variabel individu, yaitu persepsi, stigma dan pilihan perilaku konseling, yang dihubungkan dengan pemilihan pemanfaatan layanan Bimbingan Konseling di sekolah.

Hasil penelitian menunjukkan bahwa variabel persepsi dan stigma memiliki hubungan yang signifikan dengan pemilihan pemanfaatan layanan Bimbingan dan Konseling. Begitu juga variabel pilihan jenis perilaku konseling juga signifikan berhubungan dengan pemilihan pemanfaatan layanan Bimbingan dan Konseling. Adapun jenis pilihan perilaku konseling yang menjadi faktor adalah perilaku konseling pada orangtua dan guru. Sedangkan pilihan perilaku konseling pada teman tidak menjadi faktor.

Faktor yang berhubungan dengan pemilihan pemanfaatan layanan Bimbingan dan Konseling Sekolah adalah persepsi tentang Bimbingan dan Konseling, Stigma yang melekat pada pengguna layanan Bimbingan dan Konseling serta adanya perilaku pencarian pertolongan pada guru dan orangtua. Sedangkan yang dominan menjadi faktor adalah adanya perilaku pencarian pertolongan pada guru.

Masih diperlukan upaya yang optimal dari layanan Bimbingan dan Konseling untuk lebih mendekatkan diri pada konsumen (siswa) agar ada kesamaan persepsi sehingga apa yang dibutuhkan siswa sesuai dengan harapan Bimbingan dan Konseling.

SUMMARY

An Analysis of Dominant Factors Influencing Counseling and Guidance Service at School

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Many students rarely use the counseling and guidance service at their school. Some students do not use this service on their awareness basis. According to behavioral theory, several factors influencing individuals to act in certain way can be classified into two categories, namely individual factors and non-individual factors. The individual characteristics include knowledge, attitude, perception, belief and other matters which are of psychological in nature. In addition, the non-individual or external factors derived from the environment consist of reference from the close relatives/friends, social norms, officer's attitude and other thing related to the facility condition.

Two individuals when confronted with the same objects may react differently. This is surely influenced by the two factors. These two factors are needed to be analyzed with the intent that what expected by the service providers are in agreement with what needed by the customers.

The objective of this research is to analyze several dominant factors which bring about an apparent effect on the use of the counseling and guidance service.

The results showed that the perception and stigma were significantly correlated with the use of counseling and guidance service. The health-seeking behavior which significantly corresponded to the use counseling service was the health-seeking to the parents and teachers. Conversely, the health-seeking to the close friends did not represent a significant factor.

The factors that significantly correlated with use of counseling and guidance service are perception about Guidance and Counseling, stigma on user of Guidance and Counseling and the health-seeking to the parents and teachers. The dominant factors influencing Counseling and Guidance Service at School was the health-seeking to the teachers.

The Counseling and Guidance Service should do optimal efforts to make it more close to the customers (students) in order that a shared perception can be achieved so that what needed by the students is parallel with what expected by the Counseling.

ABSTRACT

An Analysis of Dominant Factors Influencing Counseling and Guidance Service at School

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Many students rarely use the counseling and guidance service at their school. Some students do not use this service on their awareness basis. According to behavioral theory, several factors influencing individuals to act in certain way can be classified into two categories, namely individual factors and non-individual factors. These two factors are needed to be analyzed with the intent that what expected by the service providers are in agreement with what needed by the customers.

The objective of this research is to analyze several dominant factors which bring about an apparent effect on the use of the counseling and guidance service with expectation that the students can improve their life quality.

The research employed cross sectional design. The sample amounted to 176 students taken based on the random sampling technique. Several factors to be investigated here were composed of perception, stigma and health-seeking behavior in associated with the use of counseling and guidance service at school.

The quantitative data were collected through questionnaires. They were subject to analysis using chi square, correlation and regression techniques and then they were presented in the form of frequency distribution table. The in-depth interview was undertaken to obtain qualitative data with respect to the respondents' perception toward counseling and guidance service at school. The data resulting from the interview were analyzed using content analysis technique and presented in descriptive and narrative ways.

The results showed that the perception and stigma were significantly correlated with the use of counseling and guidance service with chi square scores of 4.034 and 4.737. The health-seeking behavior which significantly corresponded to the use counseling service was the health-seeking to the parents and teachers with significance value of 4.001 and 20.747. Conversely, the health-seeking to the close friends did not represent a significant factor with score of 0.346.

This study suggest that enhancing Guidance and Counseling service need managerial improvement of Guidance and Counseling to change student perception about Guidance and Counseling. The Counseling and Guidance Service should do optimal efforts to make it more close to the customers (students) in order that a shared perception can be achieved so that what needed by the students is parallel with what expected by the Counseling.

Key words: Perception, Stigma, Health-Seeking Behavior, The use of Counseling and Guidance Service