



Analysis of Factors That Influence Student Decisions in Choosing Politeknik Negeri Madiun as a Place of Study

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ABSTRACT

The aim of this research is to find out the most dominant factors that influence students' decisions in choosing Politeknik Negeri Madiun as a place of study. The research method used is a quantitative research method with a causality approach with the aim of Confirmatory Factor Analysis (CFA). The sampling method used in sampling was the Proportional Random Sampling method with a sample size of 220 respondents. The test results show that all indicators used to measure Psychological Factors, Cultural Factors, Price Factors and Promotional Factors are valid and reliable, whereas for Social Factors and Personal Factors each with three indicators, only two indicators are declared valid. The model has met the model goodness/fit test (Goodness of Fit)

INTRODUCTION

At first, studying at a university was considered something that could only be achieved by certain groups of society. Now, higher education has been seen as a necessity for society (Pardiyono and Puspita 2021). One of the reasons for this is the large number of demands in the market workers who provide the minimum requirements for a job must be occupied by someone who has graduated from tertiary level. Apart from that, society believes that by entering college a person will have a greater opportunity to improve their socio-economic status (Mahendra Fakhri, Alini Gilang 2017).

Polytechnic is a form of higher education that provides vocational education in a number of special fields of knowledge. In its position as higher education, polytechnic is part of the national education system which aims to prepare students to become members of society who have professional abilities who can apply, develop, disseminate knowledge and technology and strive to use them to improve the standard of living of society and the welfare of humanity as well as enrich national culture. Polytechnics are professional education that is directed at readiness to apply certain skills. To achieve this goal, polytechnics provide adequate learning experiences and training to form professional abilities in the fields of science and technology and the arts.

Determining the choice of the right college, major and study program is not an easy matter. Often the lack of information and ignorance of interests or talents leads to problems and regrets later in life. (Pardiyono and Nugrahati 2020) These problems are caused by the quality of universities/ study programs not meeting expectations, students not being able to attend lectures well because they are not interested in their chosen field, and not being able to complete lectures well which leads to dropping out (DO). There is an interesting phenomenon in decision making based on research conducted by (Pardiyono and Indrayani 2019) which found that 92% of teenagers do not know what they will become of their future and another 45% feel they are studying in the wrong major. Conducted a survey of students in Indonesia and 87% of them felt they were studying in the wrong major. This makes individuals feel like they want to move to the major they want and which is more suitable.

The decision to choose a particular university as a place for further study is considered to be the same as a consumer's decision to choose a product, in this case a product in the form of educational services. (Kotler and Keller 2009) states that purchasing decisions are a stage of the decision-making process, namely consumers buying products. Decision making is an individual activity directly involved in obtaining and using goods offered by producers. (Durkin and McKenna 2011) In purchasing decisions, consumers must go through five stages of the decision-making process, namely: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, (5) post-purchase behavior. This also happens in choosing a college that suits consumer (student) criteria, where several factors are taken into consideration in influencing the decision to choose.

Politeknik Negeri Madiun (PNM) is a state university located in Madiun City, East Java Province. This campus is the only state polytechnic in the western region of East Java and a higher education institution that has changed its status from a private polytechnic to a state polytechnic under the Kementerian Pendidikan, Kebudayaan Riset Dan Teknologi (Kemendikbudristek). PNM originated from Politeknik Madiun which was founded in 2003 and changed its status to Politeknik Negeri Madiun in 2012 in accordance with Minister of Education and Culture Regulation No. 66 of 2012. Politeknik Negeri Madiun provides vocational education in a number of special fields of knowledge, consisting of 3 departments, namely the Department of Business Administration, the Department of Accounting and the Department of Engineering with 6 (six) Diploma III (D-III) study programs and 3 (three) study programs Applied Bachelor (D - IV).

Research on the factors that influence students' decisions to continue their education to higher education is not something new, however, it is important to carry out this research at the Politeknik Negeri Madiun to find out the factors that form the basis of students' decision making in choosing the Politeknik Negeri Madiun as their destination campus. continue his studies. Knowing these factors will certainly really help the Politeknik Negeri Madiun institution in designing and establishing policies in the future, so that it can maintain the number of students accepted each year according to its capacity.

LITERATURE REVIEW

In general, purchasing decisions can be defined as the reasons that influence someone's willingness to buy a product and willingly spend money. Thus, of course there are many factors that influence whether a product can be purchased by someone and vice versa, the reasons why people are willing to buy that product. (Mahendra Fakhri, Alini Gilang 2017)states that the meaning of a purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, price, location, promotions, physical evidence, people, process. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that emerge as to what product to buy.

According to (Kotler and Keller 2009) there are several factors that influence purchasing decisions made by consumers, including the following:

1. Cultural Factors.

Cultural factors have the broadest and deepest influence, culture is the most basic determinant of desires and behavior. There are cultural factors that influence consumer behavior, such as culture, sub-culture and social class.

2. Social Factors.

Humans can never be separated from their social life, therefore the social environment greatly influences how a person behaves as a consumer. Some of these social factors include: family, reference groups (groups that have a direct or indirect influence on a person's attitudes or behavior), roles, and social status.

3. Personal Factors.

Purchasing decisions are also influenced by personal characteristics. These characteristics include: age and life cycle stage, occupation, economic situation, lifestyle, as well as the buyer's personality and self-concept.

4. Psychological Factors.

The final factor that influences a person's purchasing choice is psychological factors where the four main psychological factors are motivation, perception, learning, and beliefs and attitudes.

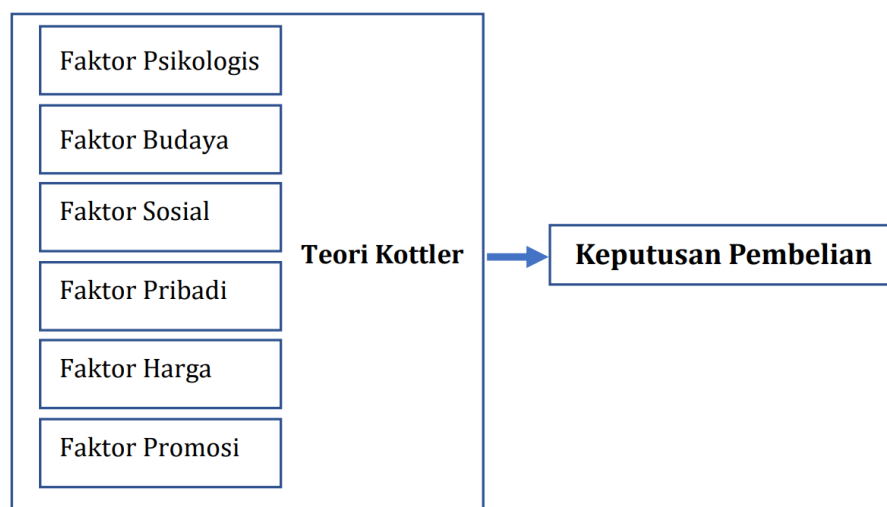
Research on consumer psychological factors in influencing consumer decisions was carried out by Jatmiko Utomo, where the results of his research showed that the variables of motivation, perception, learning, beliefs and attitudes had a positive and significant influence on consumer purchasing decisions for the Fanatik Football Factories distro. Meanwhile, Dian Anggraini Puspitorini's research results showed that the independent variables (motivation, perception, attitude, learning) studied were proven to have a significant partial effect on the dependent variable (purchasing decisions) at the D'Srupat-Sruput cafe.

The research results of Ketut Indah Pratiwi and Kastawan Mandala show that cultural factors, social factors, personal factors and psychological factors have a positive influence on the decision to purchase embroidered kebaya at Jegeg Ayu Boutique in Kuta Bali.

The preparation of hypotheses in this research is based on the results of previous research. The results of existing research state that cultural factors, social factors, personal factors and psychological factors have a positive influence on purchasing decisions. From this, the hypothesis proposed is:

H1: *"suspected that there are psychological, cultural, social, personal, price and promotional factors influence purchasing decisions"*

From Picture 1 Conceptual Framework, this research will use several factors based on these opinions to measure purchasing decisions. The factors analyzed consist of psychological factors (X1), cultural factors (X2), social factors (X3), product factors (X4), price factors (X5) and promotional factors (X6).



Picture 1 Conceptual Framework

METHODOLOGY

Confirmatory Factor Analysis is a factor analysis technique where apriori, based on theories and concepts that are already known to be understood or determined previously, a number of factors are created to be formed, as well as what variables are included in each factor that is formed and the purpose is certain. Formation of confirmatory factors (CFA) is deliberately based on theory and concepts, in an effort to obtain new variables or factors that represent several items or sub-variables which are observed variables or observer variables. Basically the purpose of confirmatory factor analysis is:

1. to identify the existence of a relationship between variables by conducting a correlation test.
2. to test the validity and reliability of the instrument to obtain valid and reliable research data using confirmatory factor analysis

Confirmatory Factor Analysis is a multivariate technique to help researchers identify constructs that cannot be measured directly (unobservable). The logical flow of research using the confirmatory factor analysis method begins with reviewing existing theories, defining, physicalizing and measuring to collect data in the field, then analyzing them statistically to reject or accept the truth of the theory. Data analysis will be carried out with AMOS.20 software.

Research data was obtained from data sources consisting of total number of Madiun State Polytechnic students from all Departments and Study Programs as well as from all classes. The population in this study uses a portion of the total population (Sub Population), which will be used as a basis for determining the sample based on the number of students from the class of 2022. It can be seen that the population of Madiun State Polytechnic students class of 2022 is 880 students. Determining the number or sample size used in this research refers to the opinion of (Wood and Harris 2015) which states that if the population If the research has a large number, the sample can be determined more or less between 25% - 30% of the population. In this case the researcher determines the sample size is 25% of the population of each department in the class of 2022. From results of calculating the population of Madiun State Polytechnic students, the total student population in each department is obtained, so that Determining the sample size can be seen in table 1 the number or size of the sample used in the research were 221 respondents.

Table 1. Sample Size Based on Student Population Class of 2022 Department at Madiun State Polytechnic

Department	Population Class in 2022	Sample
Administrasi Bisnis	182	46
Akuntansi	225	57
Teknik	473	118
Total Sample		221

In this study, all indicators were measured using measuring instruments in the form of questionnaires that met Likert scale type statements with scale values of 1-5. The normality test was carried out by looking at the critical ratio (CR) value with a range of -2.58 to 2.58 at a significance level of 5%. Model testing uses a validity test, data is valid if the loading factor is > 0.5 and the p value is < 0.05. A reliability test was also carried out with a Construct Reliability value > 0.7 and an Average Variance Extracted (AVE) value > 0.5. Goodness of Fit (GoF) is needed to see that a model is acceptable through structural model testing, confirmatory factor analysis (CFA) of exogenous and endogenous variable indicators and overall model analysis.

RESULT

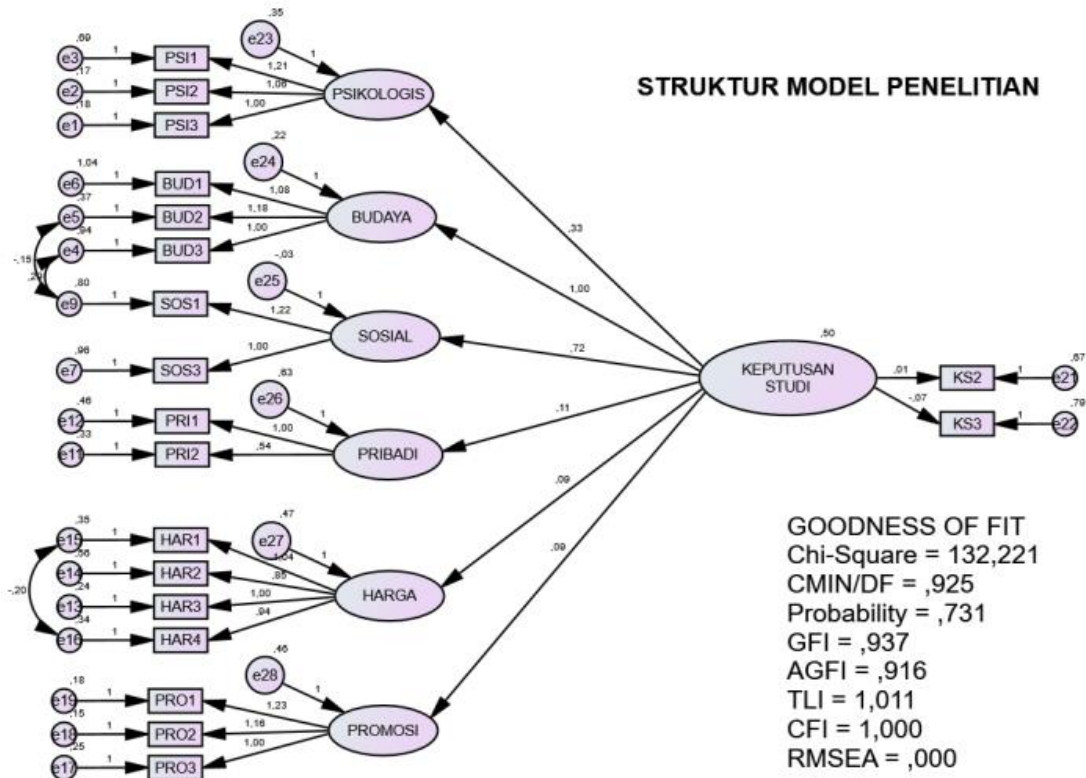
In the data normality test, the CRM value was 1.593, so the data could be used for further analysis. The CFA test on each variable shows that almost all reliable indicators are calculated using the CR and AVE tests. However, there is one variable that is not reliable, namely the social variable as explained in table 2.

Table 2. Results of CFA test analysis on each variable

Variabel	Indikator	Loading Factor	CR	AVE	Result
Psikologi	PSI1	Valid	0.8376	0.6329	Reliable
	PSI2	Valid			
	PSI3	Valid			
Budaya	BUD1	Valid	0.7892	0.5564	Reliable
	BUD2	Valid			
	BUD3	Valid			
Sosial	SOS1	Valid	0.4739	0.3126	Not reliable
	SOS2	Not Valid			
	SOS3	Valid			
Pribadi	PRI1	Not Valid	0.6694	0.5111	Reliable
	PRI2	Valid			
	PRI3	Valid			
Harga	HAR1	Valid	0.8038	0.5139	Reliable
	HAR2	Valid			
	HAR3	Valid			
	HAR4	Valid			
Promosi	PRO1	Valid	0.9027	0.7561	Reliable
	PRO2	Valid			
	PRO3	Valid			

The Goodness of Fit test results can be seen in Picture 2. Before getting the best model, several tests were carried out by making modifications based on suggestions in the Modification Indices on the AMOS output. The selection of measurement criteria should be met by at least one of the Increment Fit Measure measurements and one of the Absolute Fit Measure measurements. Furthermore, the measurements used are CMIN/DF, GFI, RMSEA, and AGFI, which provide sufficient information in evaluating the model. Based on this opinion, it can be

stated that the structural model has met the suitability or goodness of the model (Goodness of Fit).



Picture 2. Research Model Structure Diagram and Goodness of Fit Values

CONCLUSION AND RECOMMENDATION

Based on the results of the Confirmatory Factor Analyzer (CFA) test for each variable and indicator, it produces valid and reliable conclusions except for the social variable with the SOS2 indicator which is invalid, and the Personal variable with the PRI3 indicator which is also invalid. Thus, all factors, namely Psychological, Cultural, Social, Personal, Price and Promotion, are confirmed to influence students' decisions in choosing Madiun State Polytechnic as a place of study.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic Analysis of Factors That Influence Student Decisions in Choosing Place of Study in order to perfect this research and increase the reader's insight.

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