The Affecting Factors of Student for Choosing Business Administration Department as a College Study

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Keywords: the affecting factors, business administration department

Abstract: This study discussed the factors of influence students for choosing a Business Administration Department as a place to study in college, and than to find out where's the factors which is has influence students for choosing Business Administration Department as a place to study in college. According from the data, prospective new students enrolled was approximately 2531 thousand registrants and 4330 for Business Administration with the highest number of total applicants. Business Administration Department has three study program, first Business Administration Major with 1815 applicants, Business Management Study Program 1479 registrants and Tourist Travel Study Program totaling 512 registrants. From these figures, it is necessary to conduct a comprehensive study with the four factors (cultural, social, personal and psychological factors) by used partial regression test and simultaneous regression test. From result of partial test showed social factors was dominated from the fourth indicators in value of 4.067. Results of simultaneous regression test showed that these four factors significantly influence the decision with the results of 40.844.

1 INTRODUCTION

The current world condition in the world is in an advanced and free situation. Unlimited technological advances occur every day, minute, and even seconds, the development of this technology is supported by good quality human resources, supporting natural resources, available capital and a conducive political climate. automatically must be fulfilled to make it easy for everyone to be able to freely meet their individual needs. In the flow of change, the community has the freedom to interact outside the borders of the country has become a prerequisite for self-development, both in terms of individuals and groups or organizations. This indicates increasingly fierce competition, so to be able to play a role and compete in the conditions of the developed and free world, education is an absolute requirement to achieve what is desired and needed by the workforce.

Within the joining of Indonesia as part of the Asean Economic Community (MEA) officially on December 31, 2015. This provides competition openness not only in the exchange of products but also labor, the mechanism for no longer requiring labor visas to find work out is concrete evidence that quality labor must be prioritized for the people of Indonesia.

The ease of the procedure has resulted in tight competition in employment, staying now that the government must provide certified skills that are licensed and recognized by any country so that the labor force in this case university alumni can be able to compete with foreign workers.

According to Law No. 20 article 19 of 2003 concerning the National Education System, Higher Education is a level of education after secondary education which includes diploma, undergraduate, master, specialist and doctoral education organized by universities. Through this institution students in the university to be an expert, professional for the sake of knowledge or a scientific field and able to devote it to the interests of society and the nation.

State Polytechnic of Siwijaya has 23 departments consisting of engineering and non-engineering. In 2017 the number of prospective new students enrolled was approximately 2531 thousand registrants, with the highest number of total applicants, namely Business Administration Department 4330. Where the distribution of participants on March 28, 2017 registered the three most study programs in Business Administration study program namely 1815 registrants, Business Management Study Program 1479 registrants and 2033 Accounting Study Program for non-engineering (Polsri academic, 2017).

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Table 1: Distribution new student Sriwijaya State Polytechnic based on study program

No	Study Program	Register			Enthusiast		
		2016	2015	2014	2016	2015	2014
1	Bussiness Adm (D3)	1815	1177	1265	4330	2941	3269
2	Travelling Agent (D4)	512	669	251	1303	1129	718
3	Bussiness Mgt (D4)	1479	303	440	3253	769	1071
	Total	3806	2149	1956	8886	4839	5058

Source: Polsri Academic, 2017

From the table 1 shows that the distribution of enthusiasts for Business Administration Departments from year to year has increased, especially in 2017 the Administration of Business Administration is very high, 8886 enthusiasts, this shows that the Business Administration Department has a good market share among the public, especially graduates of the Administration Department Business is absorbed by the employment sector, both BUMN, BUMD, Banking, Non-Bank Financial Institutions and other sectors. Many factors cause the Department of Business Administration to become a favorite non-engineering department at Sriwijaya State Polytechnic.

There are several factors that can be used as a yard stick to see things that affect students choosing a particular leadership as a place to study, including the existence of cultural factors, social factors, personal factors and psychological factors (epignopsis. The most dominant thing in this case is family, individual, work, economic situation, motivation, perception, beliefs and attitudes and interests. Of the factors that influence this desire, the most important person entering a college is to be able to work professionally and get a decent job after college in a state university.

Based on the description above, the title of the research that was raised was that the writer examined the analysis of the factors that influence students to choose the Department of Business Administration as a place to study in Higher Education and it is hoped that through this research, students' needs and desires for Higher Education, especially administration science business.

According from the explanation above, so the reseach question is "Do these factors have an influence on the decision in choosing a Business Administration Department as a place to study"?

2 LITERATURE REVIEW

2.1 History of the Origin of Administration

Some countries have administrative terms, for example according to Italian using the word "administrazione", French "administration" Dutch language "administratie" and English "management". In terms of etymology, administration comes from the Greek language administrare which means serving, helping.

Whereas in English, use the actual administration terms from the words Ad (intgressive) and ministrare (to serve) which means to serve. Finally interpreted to serve well. Administration can be seen from 2 points of view.

Administration in a narrow sense. Narrowly, administration comes from the word administratie (Dutch) which is defined as writing work or administration/secretariat. This work is related to the activities of receiving, recording, gathering, processing, copying, sending, storing, and so on. Administration in a broad sense. Broadly speaking, administration is a process of collaboration of several individuals in an efficient way to achieve previous goals. Based on this, the administration is viewed from 3 points of understanding.

Process angle. Administration is a process of thinking activities, setting goals, until the execution of work until finally the goals that have been determined can be achieved.

Function angle. Administration is an activity carried out by a group of individuals and individuals themselves, in accordance with the functions that have been delegated to achieve a predetermined goal, for example: planning, organizing, mobilizing, supervising, and so on. Institutional angle. Administration is personnel both individuals and groups of individuals who carry out activities to achieve a predetermined goal (Dewi, 2011: 2-5).

2.2 Factors Affecting Consumer Behavior

2.2.1 Cultural Factors

Cultural factors provide the most extensive influence on consumer desires and behavior. Culture is the most basic cause of one's desires and behaviors. Culture is the composition of basic values, perceptions, desires, and behaviors learned by members of a community from other important families and institutions. Sub-culture, cultural attitudes contain a smaller sub-

culture (subculture), or groups of people who have the same value system based on the same experiences and life situations.

Social class, almost every society has some form of social class structure. Social classes (social classes) are relatively permanent and neatly arranged parts of society whose members have the same values, interests and behavior.

2.2.2 Social Factors

The reference group, a person's behavior is influenced by many small groups. Groups directly influence and have someone called a membership group. Family, family members can greatly influence the behavior of buyers.

Families are the most important consumer purchasing organization in society. Roles and status, the position of a person in each group can be determined either through their role or status in their organization. Individual, Violent behavior that can be done by individuals according to this expert group is the aggressiveness carried out by individuals alone, both spontaneously (accidentally) and planned, and violent behavior carried out with others. (Sarwono, 2005: 208).

2.2.3 Personal Factors

Age and life cycle stage, someone changes the goods and services purchased during the person's life. Taste of food, clothing, furniture and recreation are often related to age. Job, someone's work affects the goods and services they buy. Marketing people try to identify groups of workers who have higher average interests in the goods and services produced. Economic situation, one's economic situation will affect the choice of products. Marketers observe income trends, personal savings, and interest rates. Lifestyle, people who come from sub-cultures, social classes and jobs can have quite different lifestyles. Personality and self-concept, personality are unique psychological characteristics, which produce relatively consistent and lasting responses to one's environment.

2.2.4 Psychological Factors

Motivation, as for other notions of motivation is the physiological and psychological conditions contained in a person who encourage him to carry out certain activities in order to achieve a goal (Djaali, 2009: 101).

Perception is the process by which a person chooses, organizes, and interprets information to form a meaningful picture of the world.

Learning illustrates changes in individual behavior that arise because of experience. The learning process takes place through drives (stimuli), stimuli (stimuli), clues (clues), responses (responses), and reinforcement (reinforcement), which influence each other.

Beliefs and attitudes, beliefs (beliefs) are someone's descriptive thinking about something. Attitude (attitude) describes a relatively consistent assessment, feeling, and tendency from someone for an object or idea. (Kotler, 2004: 196).

Interest, Interest is a sense of preference and a sense of attachment to something or activitiy without anyone telling. Interest is basically the acceptance of a relationship between yourself and something outside yourself. The stronger or nearer the relationship, the greater the interest (Djaali, 2009: 121).

2.3 Theory Process Making Decision

The decision making process is not an isolated single action, but is a woven form that cannot be separated from one another. Dewey (1910) proposed the view that the problem solving process is an attempt to answer the questions in the following three phases: (1). Problems faced, (2). The alternatives that are owned, (3). The best alternative. Simon (2006), offers the following problem solving models:

1. Intelligence: search for internal and external environmental information;
2. Design: determination and analysis of steps;
3. Choice: choose one of the steps to be implemented, with consideration of the steps that are most effective in achieving the decision-making goals.

Kotler (2005: 157) states, the process of consumer decision making cannot occur by itself, many factors influence it, that consumer decisions are influenced by consumer culture, social, personal, and psychology. These factors are very useful for identifying buyers who may have the greatest interest in a product.
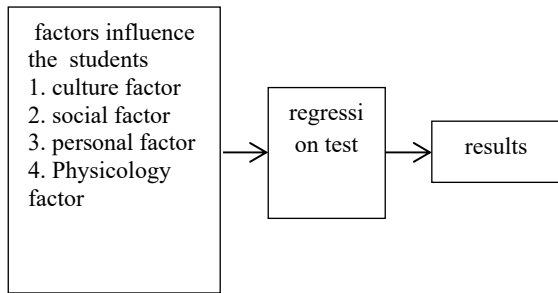
Figure 1: Research design

3 METHODOLOGY

The object of this study were all students of the Sriwijaya State Polytechnic Business Administration

Table 3: Model summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622[a]	.387	.377	1.15281

a. Predictors: (Constant), Jml_X4, Jml_X2, Jml_X1, Jml_x3

b. Dependent Variable: Jml_Y

Source: datas proccesed, 2017

Department with a total population of 705 people from the total of the three study programs of the 2016/2017 academic year where the Business Administration of morning and evening classes amounted to 405 students, Business Travel Class and morning tours 168 students, and Management Morning and evening business classes totaled 132 students. hence the total number of students both regular and non-regular and the samples obtained by 241 students from the three study programs. In order for the representative sample size to be taken, it is calculated using the Slovin formula in Umar (2004) with a 5% precision, the formula is as follows:

Sample amount of Business Administration xtudents:

$$n = \frac{705}{(705)\ (705)^2} = 398 \text{ students}$$

Sanusi (2003) to determine the size of the sample in each work unit can be done with the proportional allocation formula as follows: Ni = Ni / N x n

The total sample of students is 705 people, then allocated as follows:

Table 2: Details of population and students sample

No	Students	P	count (Ni/N X n)	S
1	Business Administration	405	405/705x399	229
2	Traveland Tourist	168	168/705x399	95
3	Business Management	132	132/705x399	74
	Amount	705		398

Source: Polsri secondary data, 2017

The formula for calculating answers to questionnaires from respondents:

$$\text{Percentage of answers} = \frac{\sum X}{n} x\ 100\%$$

Description : $\sum X$ = amount of respondents anwers
n = amount of respondents

4 RESULT AND DISCUSSION

4.1 Result

Test F (simultaneously) is done to find out whether the independent variable has a joint effect on the dependent variable, it will be seen from the SPSS calculation in the summary model, especially the R Square number. The F test is used to determine the effect of jointly between the Department of Business Administration on variables X1, X2, X3, X4 (cultural factors, social factors, personal factors and psychological factors). Based on data analysis for independent variables consisting of cultural factors, social factors, personal factors and psychological factors dependent variable is the Department of Business Administration, obtained the results of the analysis as follows:

Testing can be done in two ways. First, by comparing the magnitude of the F count with F tables. Second, by comparing the significance level (sig) of the calculation results with a significance level of 0.05 (5%).

Second, Using the first method or comparing Fcount with Ftable from SPSS processing obtained a value of 40,844. Then calculate F-table with the following conditions: significance level of 0.05 and degree of freedom (DK) with the provisions of numerator: number of variables -1 or 6-1 = 5, and denumerator: number of cases-2 or 90-2 = 88.

Based on the results the calculation is obtained by F-table 2.072 and the F-count is 40,844 > 2,072. This means that there is an influence between variables of cultural, social, personal and psychological factors, in determining the main choices to the Business Administration Department to continue their studies at the Polsri.

4.2 Discussion

From the results of the above research, it can be seen that based on variables x1, x2, x3 and x4 it turns out competitiveness has a strong influence on students to choose business administration majors as a place of study. Its look from method or comparing the magnitude of the significance level (sig) of the study with a significance level of 0.05.

Based on the calculation of the number of significance of 0.000 < 0.05. This means that the factors that influence students in choosing a business administration program at Sriwijaya State Polytechnic regression model above is appropriate and correct.

5 CONCLUSION

The results of multiple regression testing also showed significant results where the variables X1, X2, X3, X4 both have an effect on students in choosing the Business Administration Department as a place of study at Sriwijaya State Polytechnic.

ACKNOWLEDGEMENTS

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