

# DETERMINANTS OF STUDENT'S DECISION TO STUDY IN HIGHER EDUCATION

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**ABSTRACT:** To improve the competitiveness of the nation in the face of globalization in all fields requires the role of universities that are able to develop science and technology that can produce intellectuals, scientists, and / or professionals who are cultured, creative, tolerant, democratic, and have strong character. The purpose of writing this article was to determine of student decisions to study in higher education. This research was literatures through the study of theories that are complemented by the results of empirical research studies to answer existing problems. The results showed that five factors influence the final selection of students from a university. Firstly the learning environment and job prospects, both accommodations was suitable, third is the physical and non-physical support systems, the four life programs was strong, and the fifth was a safe and friendly environment.

**Keywords:** determinants, student decisions, choosing study, higher education

## 1. INTRODUCTION

The Government of Indonesia in order to increase the competitiveness of the nation to face globalization in all fields, higher education is needed that is able to develop science and technology and produce intellectuals, scientists and / or professionals who are cultured and creative, tolerant, democratic, strong character, and brave defend the truth for the benefit of the nation. Based on the Law of the Republic of Indonesia number 12 of 2012 concerning Higher Education states that Higher Education is a level of education after secondary education which includes diploma programs, undergraduate programs, master programs, doctoral programs, and professional programs, as well as specialist programs, organized by universities based on Indonesian culture. State Universities, hereinafter abbreviated as PTN, are Higher Education Institutions established and / or organized by the Government, in which there is a learning process carried out by the Academic Community. Academic Community is an academic community consisting of lecturers and students.

The quality of a university can be seen from the results of a rating assessment conducted by the Ministry of Research, Technology and Higher Education. The ranking of universities in Indonesia in 2018 is as follows:

Table 1. Indonesia's Best Higher Education version of the Ministry of Education and Technology in 2018

Name of Higher Education	Rank
1. Institut Teknologi Bandung	1
2. Universitas Gadjah Mada	2
3. Institut Pertanian Bogor	3
4. Universitas Indonesia	4
5. Universitas Diponegoro	5
6. Institut Teknologi Sepuluh Nopember	6
7. Universitas Airlangga	7
8. Universitas Hasanuddin	8
Name of Higher Education	Rank
9. Universitas Padjajaran	9
10. Universitas Andalas	10
11. Universitas Negeri Yogyakarta	11
12. Universitas Brawijaya	12
13. Universitas Pendidikan Indonesia	13
14. Universitas Negeri Malang	14
15. Universitas Sumatera Utara	15
16. Universitas Negeri Semarang	16
17. Universitas Sebelas Maret	17
18. Universitas Udayana	18

19. Universitas Negeri Jakarta	19
20. Universitas Negeri Makassar	20
21. Universitas Lampung	21
22. Universitas Jember	22
23. Universitas Jenderal Soedirman	23
24. Universitas Riau	24
25. Universitas Negeri Medan	25

Source: Kemenristek Dikti Year 2018

Based on the table 1 the main components used to assess the performance of Indonesian tertiary institutions include 5 (five) main components, namely:

1. HR quality, which includes the percentage of lecturers with S3 education, the percentage of the number of head lecturers and professors, and the ratio of students to lecturers;
2. Institutional Quality, which includes the accreditation of institutions and study programs, the number of internationally accredited study programs, the number of foreign students, and the number of university collaborations;
3. Quality of Student Activities, which includes student performance;
4. Quality of Research and Community Service, which includes research performance, community service performance, and number of scopus indexed scientific articles per number of lecturers and
5. Quality of innovation, which includes innovation performance.

According to some experts who have conducted research on student decisions in choosing higher education to complete studies, including Andrius and Eidintas Palmira Juceviciene conducted research in 2014 which are studies from the results of previous studies with the title Factors Influencing School-Leavers Decision To Enroll In Higher Education. The next researcher was Norman Rudhumbu in 2017 at Botho University, Gaborone, Botswana with the title Factors Affecting University Student Options: A Case From Both University in Botswana. In addition, according to Jaya Chitra Degala Ramalu, Nora'asikin Abu Bakar and Naziz Nasriq Nijar in Gilan and Mazandaran provinces in northern Iran in 2013 entitled Factors Determining Student Preferences In Choosing A Higher Learning Institution. Other researchers are Loren Agrey and Naltan Lampadan entitled Contributing Factors Contributing To Student Choices in Selecting Universities in Higher Education in Malaysia. Based on the results of research from these experts there is a Research Gap that will provide opportunities for further research.

## 2. Purpose

The purpose of writing this article is to determine of student decisions to study in Higher Education.

## 3. Literature Review

The government sector, with courts, employment services, hospitals, lending institutions, military services, police and fire services, regulatory postal services, schools and colleges is a service business. According to Philip Kotler and Kevin Lane Keller (2009), services have different characteristics from products that greatly affect the design of marketing programs. The characteristics of services are as follows:

### a. Intangible

Unlike physical products, services cannot not be seen, felt, touched, heard, or smelled before the service was purchased. Service marketers must be able to transform services into tangible benefits and well-defined experiences.

### b. Inseparable

Physical goods are made, put in inventory, distributed through various intermediaries, and consumed later. While services are generally produced and consumed at the same time.

### c. Varies

Service quality depends on who provides it, when and where, and to whom, services vary greatly. Service buyers are aware of this variability and often discuss it with others before choosing a service provider.

### d. Can perishability

Services cannot be stored, so that service loss can be a problem when demand fluctuates.

Mohamad Dimiyati (2018) argues that the implementation of marketing mix in services includes: product (product), which needs to be considered in the design and product services are attributes that accompany, such as systems, procedures, and services. Product and service designs also pay attention to matters relating to size, shape and quality. Price (price), in the form of achievement in the form of goods / services. Promotion (promotion), generally done through advertisements in mass media or television. Place (distribution channel), product and service distribution channels in the form of branch offices that directly provide the products and services offered. People (people), the service business of workers / employees is required to serve consumers optimally. Process (process), including systems and procedures, including requirements or conditions that apply. Physical evidence is the physical environment of a service company where services are created and where service providers and services interact.

Service characteristics in higher education are included in the pure service group, where the services provided are supported by work tools or supporting facilities only. Examples of classrooms, chairs, tables, books, and so on. Services provided require the presence of service users (students), in which case the customer visits the educational institution to get the desired service. Relationships with customers based on membership relationships (member relationship) with the system of providing services are

carried out continuously and regularly according to the established curriculum (Rambat Lupiyoadi, 2013). To support the characteristics and classifications of higher education services, the marketing mix in universities was merged into:

1. Program, including program process and development Price.
2. Service delivery system and evidence/physical facilities.
3. Communication

### Methodology

The research method is defined as a scientific way to obtain data with specific purposes and uses (Sugiyono; 2010: 2). Based on the purpose of this article is to find out the determinants of student decisions to study in higher education this research is literature studies through theoretical studies that are equipped with the results of empirical research studies to answer the existing problems.

### Discussion

Based on literature studies through theoretical studies that are complemented by the results of empirical research studies from the results of previous studies related to the Determinants of Student Decisions to Study in Higher Education, the results of the studies in schools can be determined by four successive stages: identification of needs, information retrieval, alternative evaluation, and choice. Each of these stages includes a significant and future-oriented career planning process. The influence of educational factors manifests in the course of education that occurs in the family or school (value formation, education, discussion and conversation, after school activities, certain subjects). Information factors reach school leavers from internal and external sources. Searching and processing specific information requires acquired skills. Economic factors include the actual subsistence of future students, directly affecting low-income families. Other factors that influence school-leaver decisions depend on their friends, the profession of parents, social classes etc. (Andrius Eidimtas, Palmira Juceviciene, 2014).

Factors that have a significant impact on students' decision-making processes when choosing the University of Botho in Botswana to learn are supporting physical systems (bookshops and counseling offices) and non-physical (availability of scholarships, credit transferability), etc.); learning environment related to the presence of modern learning facilities, reputation of institutions, libraries, computer laboratories, affordable tuition fees, etc.; job prospects of graduates leaving university; strong student life programs such as health care, accommodation accommodation, and extra-curricular activities; a safe and friendly environment related to a secure campus and supportive staff. The characteristics of the university which include the quality of staff, academic programs, educational facilities such as classrooms, location of institutions, as well as graduate eligibility, have a high influence on how students choose universities to study. The choice of marketing strategies used by universities is important in influencing student decisions on university choices for learning. A marketing strategy that has a higher likelihood of increasing university opportunities to be chosen as the university of choice by prospective students including participation in career fairs and advertisements (Norman Rudhumbu, PhD, 2017)

Students' preference in choosing higher education institutions is determined by the quality of education, facilities and campus atmosphere, external and financial factors, and advertising and publicity. In addition, the factors (based on rank) that determine student preferences in choosing higher education institutions are the quality of education (rank 1); campus facilities and atmosphere (rank 2); external and financial factors (rank 3); advertising and publicity (rank 4)) (Jaya Chitra Degala Ramalu, Nora'asikin Abu Bakar and Naziz Nasriq Nijar, 2013). The next five factors research emerged as factors that significantly influence decision making where higher education institutions are present. This includes support systems, both physical (eg bookstores, guidance / counseling offices) and non-physical (scholarships, credit transferability, spiritual programs); second, the learning environment (modern learning environment and facilities, reputation, beautiful campus, computer library and laboratory) and job prospects, namely the high level of graduates employed; third have good sports facilities; fourth, strong student life programs (health care services, accommodation accommodation) and activities (various extracurricular activities), the latter is a safe and friendly environment (safe campus and supporting faculties). (Loren Agrey and Naltan Lampadan, 2013).

### Conclusion

Education is an important aspect in improving the quality of a country's human resources. Through education is expected to be able to produce competitive human resources so that it will have an impact on the progress of a country. Good education must be supported by good and adequate quality of higher education. Higher education itself is one of the businesses engaged in the service sector, so that there are many factors that influence the decision of students to study in higher education.

This study reveals that the results of the analysis from previous studies show five factors that influence the final selection of students from a university. First, namely, the learning environment and job prospects, the second relates to the life and activities of students which shows that students seek suitable accommodation, third is a physical and non-physical support system, the four programs of life are strong, and the fifth environment is safe and friendly.

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