

Study of Student Decisions Choosing Management Study Programs at Private Universities in Surabaya

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Study of Student Decisions Choosing Management Study Programs at Private Universities in Surabaya

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Abstract

The purpose of this study was to examine and analyze: cultural, social, personality, psychological influences on student confidence in choosing Management Study Program at PTS in Surabaya and the influence of social culture, personality, psychological on student decisions in choosing Management Study Program at PTS in Surabaya, as well as influence trust in the decisions of students in choosing Management Study Programs at PTS in Surabaya. In this study the population is undergraduate students of 2017 management study programs with a total of 2,331 people in 5 Private Universities who have an A-accredited Management study program in Surabaya. While the samples taken were 341 people. The analysis technique used is SEM AMOS with SPSS version 20.0. The results showed that culture, social, personality, psychological significant influence on student confidence in choosing Management Study Program in PTS in Surabaya, and cultural, social, personality, psychological significant influence on student decisions in choosing Management Study Program in PTS in Surabaya, and significant influence on decision trust students in choosing Management Study Programs at PTS in Surabaya.

Keywords - Culture, Social, Personality, Psychological, Student Trust, Student Decision

I. INTRODUCTION

Competition is quite tight among private universities (PTS) in Surabaya to attract students who will continue their studies in higher education, and the many choices of study programs. To win the competition, each private university seeks to improve the quality of study programs with various strategies. On the other hand, students have many choices for deciding what study program, and which private tertiary institutions to choose from. There are certain study programs and PTS that are in great demand, and some are less attractive. Therefore, the decision-making process of students in choosing study programs in certain PTS is very important to be analyzed to be known by the managers of private universities through the study of consumer behavior.

Sumarwan (2003:170) explains that culture is all values, thoughts, symbols, which affect a person's behavior, attitudes, beliefs, and habits. Research by Mulyatiet's et al. (2016), Koesoemaningsih (2013), Sitohang (2013) that culture has a significant influence on consumer decisions. While the research of Darmawati et al. (2007), Setiawanta and Trisriarini (2013) culture have no significant effect on consumer decisions.

Social factors include three (3) scopes, namely the reference group, family, and status roles (Kotler and Keller, 2017: 217). Research by Mariaji and Yuniati (2014), Haque et al. (2010), revealed that social factors have a significant effect on consumer decisions. While the research of Darmawati et al. (2007), Sitohang (2013), Iskandar (2015), Setiawanta and Trisriarini (2013) revealed that social factors have no significant effect on consumer decisions.

These characteristics have a very direct impact on consumer behavior, so it is important for marketers to follow them closely (Kotler and Keller, 2017: 222). Personality factors that include age, economic situation, lifestyle and self-concept. Darmawati's research et al. (2007), Mariaji and Yuniati (2014), Iskandar (2015), reveal that personal factors have a significant effect on consumer decisions. Whereas research, Nouraie et al. (2014), Sitohang (2013), revealed that personal factors have no significant effect on consumer decisions.

Setiadi (2003: 14) states that the choice of someone's purchase is influenced by four main psychological factors namely motivation, perception, learning and beliefs and attitudes. Research by Sitohang (2013), Darmawati et al. (2007), Mariaji and Yuniati (2014), reveal that psychological factors have a significant effect on consumer decisions.

Consumer trust is important in determining consumer decisions, research by Sujana and Suprpti (2016), revealing that consumer confidence influences consumer purchase intention, Meliana et al. (2013) trust has a significant effect on purchasing decisions. Cultural, social, personal, and psychological factors are suspected by researchers to have an influence on consumer trust. Research on the influence of culture on trust was carried out by Greenberg, 2011. The results showed that there were significant differences between consumers from both

countries regarding the level of perceived online business risk and the establishment of trust through the transference process. Research on social influences on trust is carried out by Mohmed, et al. (2013), this stipulates that three factors are Trust, Past Experience, and Social Presence that have a strong relationship with the intention to buy online. One hypothesis in this study is that social presence is positively correlated with trust. Research on the influence of personality on trust is carried out by Walczuch et al. (2001), resulting in findings that personality-based factors were completely eliminated from the model. This means that trust in online retailing is contrary to our expectations that are not affected by individual personalities.

Cultural, social, personality and psychological factors influence consumer decisions. But from the results of previous studies showing a significant and not significant influence between these factors, the researchers suggest that there are other variables that influence. For this reason, the researchers tried the variable consumer confidence as a mediation of cultural, social, personality, and psychological variables on consumer decision variables.

II. LITERATURE REVIEW

A. Culture

It is the action of students to choose a management study program based on the beliefs, habits, thoughts, feelings that a student has for generations, or from generation to generation. According to Sumarwan (2003: 171) culture is,

- a. Good and bad views, are good and bad assumptions of a student in assessing management study programs.
- b. The habit of listening, is the frequency of students hearing the name of a management study program.
- c. An assessment of quality is how students assess the quality of management study programs.

B. Social

A group of people such as friends, family, and social status of students in the community, which affects students in choosing management study programs. According to Setiadi (2003: 12) social factors are measured from;

- a. The existence of friends where friends can influence students in choosing management study programs.
- b. The existence of a family the role of parents or siblings that can affect students in choosing management study programs.
- c. Social status in the community is the social position of students in a group in the community.

C. Personality

Personality is the nature and habits of students, which are influenced by their immediate environment,

to choose a management study program then expressed in an action that is deciding which management study program to choose. Personality factors according to Kotler (2017: 222) include:

- a. The work of parents where parents for students fulfill their life needs.
- b. Lifestyle, is a pattern of student habits in living everyday life.
- c. The economic situation is the ability of students to finance their studies.

D. Psychology

Encouragement or motivation from within the student that influences his decision to choose a management study program. Where psychological factors in the opinion of Kotler (2005: 215) are;

- a. Motivation, as a driver of a change in a student who appears in psychiatric symptoms, feelings, and emotions, thus encourages the student to choose a management study program.
- b. Perception, the process of selecting, arranging, and interpreting information from a student about a management study program.
- c. Knowledge, is a change in a student's behavior that comes from experience.

E. Student Trust

Students' willingness to accept what they are, and hope for good behavior from management study programs. Trust factors according to McKnight et al (2002) can be seen from:

- a. The ability to be honest and keep promises
- b. Attention and empathy
- c. The ability to provide service and satisfaction

F. Student Decisions

The process of students to assess then choose from a variety of alternative study programs, according to their interests by setting a choice for certain management study programs that are considered the best. Student decisions according to Kotler (2017: 235) are measured from;

- a. Introduction to needs
- b. Information search
- c. Alternative Evaluation
- d. Decide
- e. Behavior after deciding

III. RESEARCH METHODS

A. Hypothesis

- a. Culture, Social, Personality and Psychology have a significant effect on students' confidence in choosing a Management study program at Private Universities in Surabaya.
- b. Culture, Social, Personality and Psychology have a significant effect on the decision of students to choose a Management study program at Private Universities in Surabaya.

- c. Trust has a significant effect on the decision of students to choose a Management study program at Private Universities in Surabaya

B. Types of Research

This research is an explanatory research that is a study that explains the causality relationship between several variables through testing hypotheses. In this study explaining the influence between cultural, social, personality, psychological variables and trust in student decisions.

C. Population, Samples, and Sampling Techniques

The population in this study were undergraduate students of 2017 management study program at 5 A-accredited Private Universities, namely: University of Surabaya, Widya Mandala Catholic University of Surabaya, Indonesian College of Economics Surabaya, Perbanas Surabaya College of Economics, Mahardika College of Economics with a total of 2331 people. While the sample was taken as many as 341 students using the Slovin formula. The sampling was determined by accidental sampling.

D. Data Analysis Technique

The analysis technique used in this study is to use Structural Equation Modeling (SEM). SEM is a strong statistical technique in determining measurement models and structural models based on causality relationships, namely the occurrence of changes in one variable has an impact on the other variable changes.

IV. RESULTS AND DISCUSSION

A. Hypothesis Testing Results

The hypothesis testing of the research is based on the analysis of causality relationships between research constructs, as presented in the following table.

TABLE 1
Results of Testing Research Hypotheses

Variable	Standardized Value Coefficient			Decision
	Direct Effect	CR	p value	
Trust_Students (Y ₁)← Culture (X ₁)	0.204	2.762	0.006	(+) significant
Trust_Students (Y ₁)← Social (X ₂)	0.156	2.385	0.017	(+) significant
Trust_Students (Y ₁)← Personality (X ₃)	0.175	2.822	0.005	(+) significant
Trust_Students (Y ₁)← Psychological (X ₄)	0.204	3.997	0.000	(+) significant
Decision_Students (Y ₂)← Culture (X ₁)	0.236	3.281	0.001	(+) significant
Decision_Students (Y ₂)← Social (X ₂)	0.159	2.545	0.011	(+) significant

Variable	Standardized Value Coefficient			Decision
	Direct Effect	CR	p value	
Decision_Students (Y ₂)← Personality (X ₃)	0.229	3.779	0.000	(+) significant
Decision_Students (Y ₂)← Psychological (X ₄)	0.143	2.883	0.004	(+) significant
Decision_Students (Y ₂)← Trust_Students (Y ₁)	0.279	4.189	0.000	(+) significant

Source: SPSS Processed Products

Based on the data in table 1, it can be explained the results of testing the hypothesis as follows:

- a. The value of the standardized regression weight coefficient between Culture and Trust of students in choosing the Management Study Program is 0.204 with a probability of 0.006 or p < 0.05. This shows that the Culture variable has a significant effect on the variable Trust of students in choosing the Management Study Program (Study in Private Universities in Surabaya). Means the hypothesis is accepted.
- b. The value of the standardized regression weighted coefficient between Social and Trust students in choosing the Management Study Program (Study in Private Universities in Surabaya) is 0.156 with a probability of 0.017 or p < 0.05. This shows that the Social variables have a significant effect on the variable Trust of students in choosing the Management Study Program (Study in Private Universities in Surabaya). Means the Hypothesis is accepted.
- c. The value of the standardized regression weighted coefficient between Personality and Trust in choosing a Management Study Program (Study in Private Universities in Surabaya) is 0.175 with a probability of 0.005 or p < 0.05. This shows that the Personality variable has a significant effect on the Trust variable of students in choosing the Management Study Program (Study in Private Universities in Surabaya). Means the hypothesis is accepted.
- d. The value of the coefficient of standardized regression between Psychologicals and Trustworthiness of students in choosing the Management Study Program (Study in Private Universities in Surabaya) is 0.204 with a probability of 0.000 or p < 0.05. This shows that Psychological variables have a significant effect on the variable Trust of students in choosing the Management Study Program (Study in Private Universities in Surabaya). Means the hypothesis is accepted.
- e. The value of the standardized regression weight coefficient between the Culture and the Decision of students in choosing the Management Study Program (Study in Private Universities in Surabaya)

- Surabaya) is 0.236 with a probability of 0.001 or $p < 0.05$. This shows that the Culture variable has a significant effect on the student's Decision variable in choosing the Management Study Program (Study in Private Universities in Surabaya). Means the hypothesis is accepted.
- f. Value of standardized regression weight coefficient between Social and Student Decisions in choosing the Management Study Program (Study in Private Universities in Surabaya) is 0.159 with a probability of 0.011 or $p < 0.05$. This shows that Social variables have a significant effect on student Decision variables in choosing the Management Study Program (Study in Private Universities in Surabaya). Means the hypothesis is accepted.
- g. The value of the standardized regression weighted coefficient between personality and student decisions in choosing the Management Study Program (Study in Private Universities in Surabaya) is 0.229 with a probability of 0.000 or $p < 0.05$. This shows that the Personality variable has a significant effect on student Decision variables in choosing the Management Study Program (Study in Private Universities in Surabaya). Means the hypothesis is accepted.
- h. Value of standardized regression weight coefficient between Psychological and Decision of students in choosing Management Study Program (Study in Private Universities in Surabaya) is 0.143 with probability equal to 0.004 or $p < 0.05$. This shows that Psychological variables have a significant effect on student Decision variables in choosing the Management Study Program (Study at Private Universities in Surabaya). Means the hypothesis is accepted.
- i. Value of standardized regression weight coefficient between Trust and Decision of students in choosing Management Study Program (Study in Private Universities in Surabaya) is 0.279 with probability of 0.000 or $p < 0.05$. This shows that the Trust variable has a significant effect on student Decision variables in choosing the Management Study Program (Study in Private Universities in Surabaya). Means the hypothesis is accepted.

B. Discussion

1. Influence of Culture on Student Trust

The results of the Hypothesis test show that culture has a significant effect on student confidence in choosing Management Study Programs at PTS in Surabaya, because the P-value is less than 0.05, which means that the culture has a significant influence in increasing student confidence, and the influence of cultural variables on student confidence is positive, so that it can be said that the better the culture perceived by students, the better the confidence of students in choosing Management Study Programs at PTS in Surabaya. This study is in

line with the research of Hakim et al. (2014), which shows that product quality has a significant influence on the trust variable, also in line with the results of research conducted by Robert Greenberg (2011) where in his research proves that there are significant differences between consumers from both countries regarding the level of online business risk perceived and the formation of trust through the process of transference. This means that it is important to include national culture in the study of trust in e-commerce.

2. Social Influence on Student Trust

The results of the Hypothesis test show that social has a significant effect on students' trust in choosing Management Study Programs at PTS in Surabaya, because the P-value is less than 0.05, which means that social has a significant influence in increasing student confidence, and the effect of social variables on student confidence is positive, so that it can be said that the higher the relationship between students and their social groups, the higher the students' confidence in choosing Management Study Programs at PTS in Surabaya. This study is in line with that conducted by Mohmed et al., (2013) showing that social presence is correlated positive with trust. Trust is the strongest factor that influences the intention to buy online. And social factors proved to be positively correlated with trust.

3. Effect of Personality on Student Trust

Hypothesis test results show that personality has a significant effect on student confidence in choosing Management Study Program at PTS in Surabaya, because the P-value is less than 0.05, which means that the personality gives a significant influence in increasing student confidence, and the influence of personality variables on student confidence is positive, so that it can be said that the better the personality possessed by students, the better the students' confidence in choosing Management Study Program at PTS in Surabaya. The results of this study are not in line with Walczuch et al., (2001) research, that personality-based factors are true completely removed from the model. This means that trust in online retailing is contrary to our expectations that are not affected by individual personalities.

4. Psychological Influence on Student Trust

The results of the Hypothesis test show that psychology has a significant effect on student confidence in choosing Management Study Programs at PTS in Surabaya, because the P-value is less than 0.05, which means psychologically has a significant influence in increasing student confidence, and the influence of psychological variables on student confidence is positive, so that it can be said that the higher the motivation or motivation of the students, the higher the confidence of students in choosing Management Study Programs at PTS in Surabaya.

1 This study is in line with the research of Walczuch et al. (2001). The results of the study indicate that knowledge and experience-based factors only play a rather limited role in determining online consumer confidence. However, in general, perception factors seem to have the greatest influence on consumer confidence in e-retailing.

5. Effect of Culture on Student Decisions

The results of the Hypothesis test show that culture has a significant effect on student decisions in choosing Management Study Programs at PTS in Surabaya, because the P-value is less than 0.05, which means that the culture has a significant influence in improving student decisions, and the influence of cultural variables on student decisions is positive, so that it can be said that the better the culture of the students, the better the student's decision in choosing Management Study Program at PTS in Surabaya. The results of this study are in line with the results of Mariadji and Yuniati (2014) where partially cultural variables have a significant and positive effect on decisions consumers buy compact discs. As well as in line with the research of Sitohang (2013) which proves that consumer behavior for culture partially influences the decision to take credit at the Tabungan Pensiunan Nasional Bank Tbk area of Yogyakarta. Also supported by the research results of Koesoemaningsih (2013) which states that culture partially has a significant effect on student decisions in choosing the management study program of Soerjo University Ngawi. Mulyati (2016) proved partially that cultural factors have a positive and significant effect on the decision of students to choose private universities in the city of Padang. The Suprayitno et al. (2015) study shows that cultural factors have a statistically significant effect on consumer purchasing decisions at Gado-Gado Boplo Restaurant.

However, this study contrasts with the research of Setiawanta and Trisriarini (2013) which proves that cultural factors do not have an influence on the decision of further study in the UDINUS S1 FEB accounting study program. Sofuwan (2015) also proved that partially there is no significant influence of cultural variables on consumer decisions.

6. Social Influence on Student Decisions

Hypothesis test results show that social influence has a significant effect on student decisions in choosing Management Study Programs at PTS in Surabaya, because the P-value is less than 0.05, which means that social influence has a significant effect on improving student decisions, and the influence of social variables on student decisions is positive, so that it can be said that the higher the relationship between students and their social groups, the higher the student's decision in choosing Management Study Program at PTS in Surabaya. This study is in line with the research of Suprayitno et al. (2015) showing that social factors have an influence

statistically significant to consumer purchasing decisions at Gado-Gado Boplo Restaurant.

However, this study contrasts with the research of Setiawanta and Trisriarini (2013) which proves that social factors do not have an influence on the decision of further study in the UDINUS S1 FEB accounting study program. And contrary to the research of Sitohang (2013) which proves that consumer behavior for social factors partially does not affect the decision to take credit at the Tabungan Pensiunan Nasional Bank Tbk area of Yogyakarta. Sofuwan (2015) also proves that partially there is no significant influence of social variables on consumer decisions.

7. Effect of Personality on Student Decisions

Hypothesis test results show that personality has a significant effect on student decisions in choosing Management Study Program at PTS in Surabaya, because the P-value is less than 0.05, which means that the personality has a significant influence in improving student decisions, and the influence of personality variables on student decisions is positive, so that it can be said that the better the nature and habits of students, the better the student's decision in choosing Management Study Program at PTS in Surabaya. The results of this study are similar to the results of Mariadji and Yuniati (2014) where partially private variables significant and positive effect on consumers' decision to buy a compact disc. However, it is not in line with the research of Sitohang (2013) which proves that consumer behavior for the person partially does not affect the decision to take credit at the Tabungan Pensiunan Nasional Tbk area of Yogyakarta. Nouraie et al., (2014) in his research also proved that self-concept personality does not influence customer decisions.

8. Psychological Influence on Student Decisions

The results of the Hypothesis test show that psychology has a significant effect on student decisions in choosing Management Study Programs at PTS in Surabaya, because the P-value is less than 0.05, which means that psychologically has a significant influence in improving student decisions, and the influence of psychological variables on student decisions is positive, so that it can be said that the higher the motivation or motivation from within the student, the higher the student's decision in choosing Management Study Program at PTS in Surabaya. This study is in line with the research of Sitohang (2013) which proves that consumer behavior for psychological partially affects decision to take credit at the Tabungan Nasional Bank Tbk Savings Bank in Yogyakarta. In line with the results of the research by Koesoemaningsih (2013) which states that Psychology partially has a significant effect on student decisions in choosing the management study program of Soerjo University Ngawi. Mulyati (2016) proved partially that psychological factors have a

positive and significant effect on the decision of students to choose private universities in the city of Padang.

9. Effect of Trust in Student Decisions

The results of the Hypothesis test show that trust has a significant effect on student decisions in choosing Management Study Programs at PTS in Surabaya, because the P-value is less than 0.05, which means that trust has a significant influence in improving student decisions, and the effect of the trust variable on student decisions is positive, so that it can be said that the higher the student's trust, the higher the student's decision in choosing Management Study Program at PTS in Surabaya. This research is in line with the research of Sujana and Suprapti (2016) showing that the importance of the role of trust in the quality of the site will have an impact on consumers' intention to buy on the site. Meliana et al., (2013) showed that consumer confidence has a strong and significant effect on purchasing decisions at Giant hypermarket. In the study of Ramadani et al., (2013) consumer confidence has a positive influence on cosmetic purchasing decisions through e-commerce.

10. Effects of Culture on Student Decisions through Student Trust

Culture does not directly influence student decisions, but through student trust first. The results showed that the value of t obtained was $2.299 > 1.96$ with a significance level of 5%, indicating that student confidence was able to mediate the relationship of cultural influences on student decisions. This means that the better the student culture, the more trust the students will be, so that it will improve the student's decision to choose a management study program. This is in line with Greenberg's research (2011) with the title Culture and Consumer Trust in Online Businesses, aiming to examine the influence of culture on consumer trust in online businesses.

The results show that there are significant differences between consumers from both countries regarding the level of perceived online business risk and the establishment of trust through the transference process. These findings repeat and underline the importance of incorporating national culture in the study of trust in e-commerce. In addition, research by Ganguly et al. (2010) with the intention of online shopping: the mediating role of trust and the moderating role of culture. Study results: Lack of trust in online transactions has been cited as the main reason for hate shopping online. That the mediating role of trust in online transactions to provide empirical evidence that trust in online stores is a generic mechanism through which the main independent variables of website design can positively influence purchase intentions and reduce perceived risk. The results of the study that the

moderating effects of individual cultures in trade electronics offers insights into the relative importance of website design factors that contribute to customers' trust from different cultural values.

11. Social Influence on Student Decisions through Student Trust

Social does not directly influence student decisions, but through student trust first. The results showed that the value of t obtained was $2.079 > 1.96$ with a significance level of 5%, indicating that student confidence was able to mediate the relationship of social influence on student decisions. This means that the higher the relationship between students and their social groups, the more they will increase student confidence, so that it will also improve students' decisions to choose management study programs. This is in line with the research conducted by Mohmed et al., Entitled The Impact of Trust and Past Experience on Intention to Purchase in E-Commerce, 2013. The results showed that social factors proved to be positively correlated with trust. Whereas Cater (2010) with the title The Importance Of Social Bonds For Communication And Trust In Marketing Relationships In Professional Services. The results of the study revealed that social ties positively influence communication openness and trust. In addition, Hakim et al. (2014) conducted a study entitled The Effect of Brand Image, Product Quality on Trust and Purchase Decisions (Survey of Honda Vario Motorcycle Buyers at PT Sumber Purnama Sakti in Gresik Regency). The results showed that the brand image variable, product quality has a significant influence on Variable Trust. b) Variable Trust, product quality and brand image have a significant influence on the Purchase Decision Variable.

12. Effect of Personality on Student Decisions through Student Trust

Personality does not directly influence student decisions, but through student trust first. The results showed that the value of t obtained was $2.336 > 1.96$ with a significance level of 5%, indicating that student confidence was able to mediate the relationship of the influence of personality on student decisions. This means that the better the personality possessed by students, the more they will increase student confidence, so that it will also improve the student's decision to choose a management study program. The results of this study are in line with Chen Hui's (2011) research entitled Personality Influence on the Relationship between Online Word-of-mouth and Consumers' Trust in Shopping Website. The results showed that for extrovert consumers, comments on services, comments on products and prices, comments on after-sales service affected trust in website honesty. While this research was not in line with Walczuch et al., (2001) research, true personality-based factors properly removed from the

model. This means that trust in online retailing is contrary to our expectations that are not affected by individual personalities.

13. Psychological Influence On Student Decisions Through Student Trust

Psychology does not directly affect student decisions, but through student trust first. The results showed that the value of t obtained was $2.885 > 1.96$ with a significance level of 5%, indicating that student trust was able to mediate the relationship of psychological influence on student decisions. This means that the higher the motivation or motivation from within the student, the more the student's confidence will be increased, so that it will also improve the student's decision to choose a management study program. Research by Walczuch et al., 2001 under the title Psychological Determinants for Consumer Trust in E-Retailing, the results of his research show that knowledge-based and experiential factors only play a rather limited role in determining online consumer confidence. Positive experience from time to time especially with communication intentions to increase trust online. However, in general, perception factors seem to have the greatest influence on consumer confidence in e-retailing.

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Based on the results of the research and discussion in the previous chapter, some conclusions can be drawn to answer the problem statement. Some of these conclusions consist of:

- a. Cultural variables influence the confidence of students in choosing Management Study Programs at PTS in Surabaya.
- b. Social variables affect the confidence of students in choosing Management Study Programs at PTS in Surabaya.
- c. Personality variables affect the confidence of students in choosing Management Study Programs at PTS in Surabaya.
- d. Psychological variables affect the confidence of students in choosing Management Study Programs at PTS in Surabaya.
- e. Cultural variables influence the decisions of students in choosing Management Study Programs at PTS in Surabaya.
- f. Social variables influence the decisions of students in choosing Management Study Programs at PTS in Surabaya.
- g. Personality variables influence the decisions of students in choosing Management Study Programs at PTS in Surabaya.
- h. Psychological variables affect the decisions of students in choosing Management Study Programs at PTS in Surabaya.

- i. Confidence variables influence the decisions of students in choosing Management Study Programs at PTS in Surabaya.

B. Suggestion

Based on the results of the overall research and conclusions obtained, some suggestions can be developed for interested parties in this study. The suggestions put forward are as follows:

- a. Private Universities should pay more attention to and increase the factors that form the basis of student decisions in choosing management study programs by carrying out strategies: explaining to students about the strengths and weaknesses of management study programs as outlined in curriculum policies, service delivery, provision of facilities through personal communication, socialization, promotion, or academic activities. In addition, academic and non-academic programs that have never existed and are useful for students, identify what needs are needed by students until students feel comfortable during their education. These factors can be used as guidelines by private universities in determining their marketing strategies. to increase the number and quality of Management Study Program students.
- b. For further research, it is expected to be able to use other independent variables that are thought to influence student decisions so that more complete information will be obtained on the factors that can positively influence student confidence in student decisions.
- c. For further research, it is expected to be done on study programs besides management. So that it can be used as a comparison and add insight to Private Universities to determine their marketing strategies.

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