

**THE FACTORS THAT INFLUENCING DECISION OF SCIENCE
PROGRAM HIGH SCHOOL STUDENTS IN DETERMINING
MANAGEMENT STUDY PROGRAM MAJOR
(Case Study at STIE Ciputra Makassar)**

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Abstract: The purpose of this study was to find out the factors that influence high school students in the science program to choose to study in the Management study program at STIE Ciputra Makassar. The population in this study were all new students of STIE Ciputra Makassar who at the time of high school were a science program but chose the Management study program. The number of samples that meet the criteria in this study are 72. The study was conducted in 2021 using a survey method by distributing questionnaires to respondents using a google form. The analytical tool used is the Chi Square Test. The results of the study conclude, the main factors that influence the respondents' decisions are: The first factor X2 wants to continue the family business, the second factor X3 wants to set up their own business, the third factor X6 wants to be a company manager, the fourth factor X7 is directed by parents/guardians, and fifth factor X8 wants to learn business management.

Keywords: *Factors, Choosing A Social Studies Study Program, High School*

1. Introduction

Higher education has a function to develop a person people in order to gain professional skills needed to build a life. As an institution, higher education has become the center to develop knowledge and technology to improve human civilization. In the life of a nation, higher education is an emblematic symbol of a country's development (Suryadi, 2012). Higher education in Indonesia nowadays is facing a variety of complex and complicated challenges. Limited employment opportunities for the higher educations' graduates causes the stack of unemployed graduates.

As an industry that has unique characteristics related with the increase of people life's quality, the society has broad alternative choices in choosing the wide professional world through higher education related to the variety of study programs offered by the institutions (Suryadi, 2012). As the needs of education level increases, there are logical consequences toward the approaches that occurs and are used by the institution in attracting interest and preferences of the society for the offered study programs.

Implicitly, fluctuation of public interest in the study programs offered by universities for both public and private, is a reflection of the increasingly varied understanding of the society in choosing universities. This also relatively shows that the standard of education quality is an

obligation that must be bear by the related educational institutions in influencing public decisions on the services of the educational institutions used.

The selection of universities cannot be separated from the selection of study program in the university. In choosing a study program, there are lots of things that need to be considered by the students and parents. According to Bawantara (2007), the considerations in choosing a study program are based on students' interest and talent, adjusted to the intellectual ability, aligned with the financial ability, and the reputation of university for the selected study program. Based on those considerations, students are expected to be able to choose a study program that is in accordance with their situation for the sake of the class and the future.

One of the interesting phenomenon in deciding a study program in university is the high number of high school students majored in science who choose a social study program, especially in management, accounting, and economy study programs (Purbowati, 2019). Thus, it is not surprising when the students in management study program are dominated by students that studied science in high school. In the context of marketing, the reason of why some people do that and what do they do, is known as the consumer behavior (Schiffman, 2008).

Furthermore, Schiffman (2008) stated that the study of consumer behavior is a study of how an individual make decisions to allocate available resources. Consumers have an interesting diversity to study because it includes all individuals of various ages, cultural backgrounds, education, and other socio-economic conditions. Therefore, it is very important to study how consumers behave and what are the factors that influence this behavior.

The understanding of consumer behavior is not an easy thing to do because there are many factors that influence and interact with each other, thus, the marketing approach taken by a company must be designed as good as possible by taking these factors into account (Kotler and Keller, 2008)[5]. In addition, marketers must be able to understand consumers and try to learn on how they behave, act and think. Despite the differences of consumers, they also have many things in common.(Kotler and Keller, 2008).

Marketers must understand the diversities and similarities of consumers, so that they will be able to market their products well (Kotler and Armstrong, 2016). Marketers must understand why and how consumers make consumption decisions, so that marketers can design a better marketing strategy. Marketers who understand about consumer behavior will be able to predict how consumers tend to react to the information they receive, therefore, marketers can develop appropriate marketing strategies. There is no doubt that marketers who understand consumers will have a better competitive ability.

STIE Ciputra Makassar is established in the beginning of 2020 and started accepting freshmen for year 2021 by launching the management study program. STIE Ciputra Makassar is located in Sunset Boulevard road in the Central Point of Indonesia (CPI), which is a very strategic location in the coastal of Losari Beach. Based on the data of new students in 2021, 72,41 percent of the students were a science students in high school. Thus, it is interesting to research about what are the factors affecting the students' decision in choosing management study program for the formerly science students in high school.

2. Research Method

a. Methods

The approach used in this study is a descriptive quantitative approach. Descriptive quantitative research is a method of examining the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present (Nazir, 2003) [7]. The purpose of this descriptive research is to make a systematic, factual and accurate description, picture or painting of the facts, characteristics and relationships between the phenomena that are being investigated.

Variable measurement will use a Likert scale with a measurement range of "strongly disagree", "disagree", "neutral", "agree", "strongly agree". Gudono (2008) [8] explains that the Likert scale is usually used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. By using Likert scale, the variables that are going to be measured will be translated into variable indicators.

b. Data analysis technique

The data analysis method in this study uses Chi Square, which is an analysis that can simplify the various and complex factors in the observed variables by combining factors or dimensions that are interconnected or have a correlation in a new data structure that has smaller factors. The benefit of factor analysis is to summarize the variables based on the level of closeness of the relationship between the variables, so that the dominant factors that influence other variables will be obtained.

3. Results and Discussion

3.1. Results

3.1.1. Characteristic of Respondents

The number of respondents in this survey 72 peoples about the distribution of the following:

a. Based on Specialization

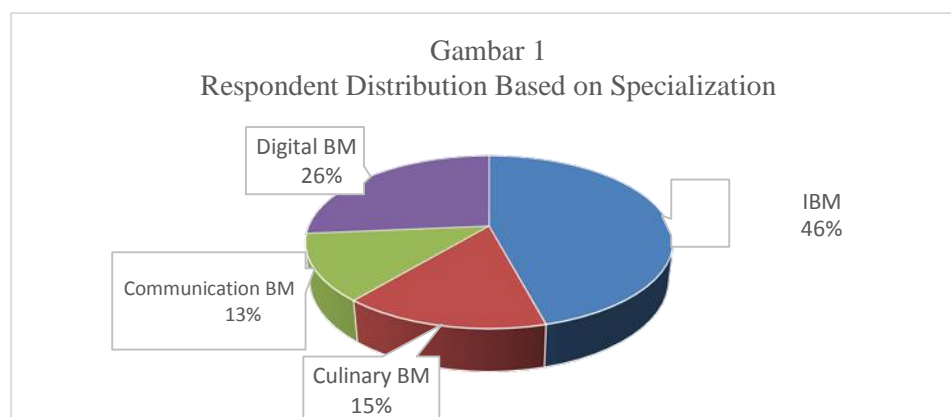


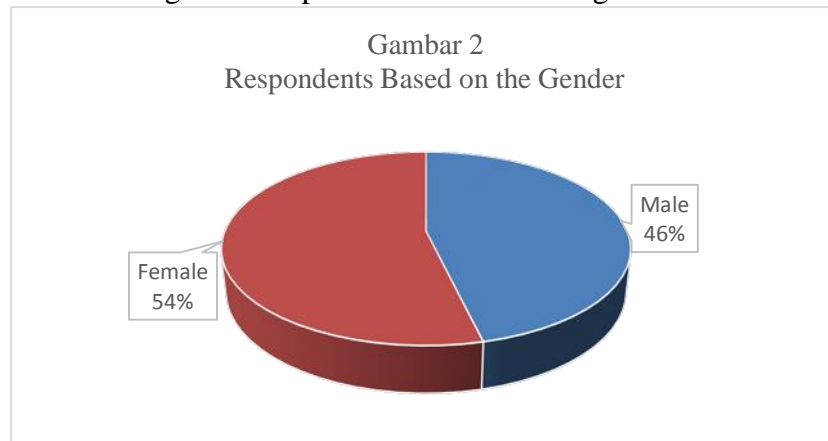
Figure 1 Respondents based on specialization

Based on Figure 1, the distribution of respondents based on specialization at STIE Ciputra Makassar, 46 percent or 33 people are International Business Management (IBM) specialization students, 26 percent or 19 people are Digital Business Management (DBM) specialization students, 15 percent or 11 people are students of Culinary Business Management (CBM) specialization, and 13 percent or 9 people are students of Communication Business Management (COM) specialization. In

distribution, the data has met a proportional amount in accordance with the proportion of students in the existing specialization program.

b. Based on Gender

Figure 2 Respondents based on the gender



Based on figure 2, 54 percent or 38 people are female students, and 46 percent or 34 students are male students. The proportion of the comparison of the number of respondents by gender is proportional to the comparison of the number of students in the management study program at STIE Ciputra Makassar.

3.1.2. Validity and Reality Test

Based on the first test of validity, out of 9 variables or factors, it was found that there were 4 invalid factors, namely X1: I followed a friend, X4: I have interest in studying about stock business, X5: I am curious about business management, and X9: I like to have a business rather than working for someone else. Therefore, all these factors were removed so that the remaining 5 factors or variables were then continued with the reliability test. The results of the reliability test show that the value of Cronbach's alpha is 0.687, which is greater than the value of 0.600, indicating that all existing variables are reliable.

3.1.3. Main Factor

Based on the Chi-Square test, there are 5 significant factors, thus it can be concluded that those are the factors that influence the decision of science students in high school to choose a management study program in STIE Ciputra Makassar. The 5 factors are: The first factor X2 want to continue the family business, the second factor X3 want to establish their own business, the third factor X6 want to be a company manager, the fourth factor X7 is directed by parents/guardians, and the fifth factor X8 want to learn about business management.

3.2. Discussion

Based on the results of the study, it was found that 5 (five) factors were formed, in detail these factors are described as follows:

1. The first factor is X2, want to continue the family business. It is undeniable that with an existing family business, there's no need for the business to be started from beginning. Especially, if the family business has been going on for more than a generation, which shows that the company has earned the trust of customers, already has experience

managing a business, and of course, has succeeded in generating profits. This is the respondent's main motivation to choose a management study program at STIE Ciputra Makassar which indeed opens the path to success through family business, even though the students were studying science in high school. In addition, family businesses that are already running will have easier access to capital from banks and financial institutions, compared to newly established companies. Another factor that encourages respondents to continue the family business is the desire to continue family values in business.

2. The second factor X3, want to set up own business. STIE Ciputra Makassar has opened the success path program through the Startup Business program, which has received very good appreciation from prospective students. Based on the interviews with the respondents, there is a strong desire to choose to study in the management study program at STIE Ciputra Makassar because they want to learn to set up a business from the beginning. This is due to the interest and passion of respondents in certain fields such as the desire to open a new culinary business, digital business, and other businesses. Another reason is the respondents' desire to work more flexibly if they are successful in setting up their own business.
3. The third factor X6, want to be a company manager. Lectures in the management study program are synonymous with being accustomed to working regularly and directed, in accordance with management functions. Moreover, STIE Ciputra Makassar also has a success path program through Professional Career program. This success path offers students to prepare themselves to work in professional companies after they graduate. It got a very good response from the respondents. Respondents that have a dream of working in a professional company have felt that they now have found a platform by choosing to study in the management study program at STIE Ciputra Makassar.
4. The fourth factor X7 is the direction of the parent/guardian. Parents/guardians are certainly the main decision-making factor for further studies in higher education. In this study, we found quite a number of respondents who studied at the Ciputra Makassar University management study program because of the decision or direction of their parents/guardians. As for parents/guardians, the decision to encourage their children to study at Ciputra University Makassar, is mainly due to the belief in the quality of this university, the desire for their children to continue studying in Makassar, especially during the pandemic, and the desire for their children to study in a business study program so that one day they can become a successful businessman.
5. The fifth factor X8, want to learn about business management. Based on the survey, the management study program is still one of the current favorite study programs in Indonesia. This is in accordance with the results of our research which shows that the reason for the respondents to study in the management study program at STIE Ciputra Makassar is because the management study program is their favorite study program.

4. Conclusion

- a. Based on the results of the initial research, there are 9 factors that are the reason for the formerly science students in high school to choose the management study program at STIE Ciputra Makassar. However, after the validity test, it was found that there were 4 invalid factors, namely X1: I followed a friend, X4: I was interested in learning the stock business, X5: I was curious about business management, and X9: I prefer doing business

than working for other people.

- b. Based on the results of research using the Chi-Square Test, there are 5 significant factors which are the main factors that influence the decision of formerly science students in high school to choose a management study program at STIE Ciputra Makassar. The 5 factors are: The first factor X2, want to continue the family business, the second factor X3, want to set up own business, the third factor X6, want to be a company manager, the fourth factor X7 is directed by parents/guardians, and the fifth factor X8, want to learn business management.

Funding

This work was supported by Research and community development (LPPM) STIE Ciputra Makassar.

Acknowledgement

The authors would like to thank the head of management study program in STIE Ciputra Makassar who has given them inputs and chance to write this paper.

The authors would also would like to thank the head of Marketing department as well as the Student Admission department who have contributed in providing data of the new students in STIE Ciputra Makassar. Thank you as well to the Research and Community Development department for the funding support of this research. Thank you as well to the research team for the cooperation in the research process and writing this paper.

The authors also feel grateful for the fellow lecturers who have supported and given constructive inputs. Last but not least, thank you to all the respondents for giving their sincere answers to our research questions.

Conflict of Interest

The authors have no conflict of interest to declare.

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