

The Student Preference to Choose Higher Education: A Case Study in West Jakarta 2019

Janfry Sihite^{1*}

1. Department of Management, Universitas Mercu Buana, Indonesia

Abstract

University needs to monitor the market development, to find out the developing interests of the students for their future, and to find out the changing need of the study program. University also needs to determine the level of public recognition toward the university and whether the universities become the choice of the senior high school student. The research conducted in the area of West Jakarta. The research conducted is a survey of senior high school students from 20 schools. The findings show that access to easily accessible locations, study programs with A accreditation as well as universities that have proper buildings and facilities are the main subject for students to choose universities. Furthermore, parents and the consulting teacher are a significant influencer to choose the university. Moreover, the student has the right decision to choose the study program.

Keywords: Student Preference, Study Program, University Attribute

DOI: 10.7176/EJBM/11-34-07

Publication date: December 31st 2019

1. Research Background

The university needs to monitor the developing interests of the students for their future occupation, finding out the changing needs of the study program (Nugroho, Khayati, Harwani, & Sihite, 2015) (Harwani, Suharjo, Nurmalina, & Suprayitno). University also needs to determine the level of public recognition toward the university, whether the universities become the choice of the senior high school student and the competitive landscape in the area (Nugroho, Harwani, Dewita, & Sihite, 2015).

The family wants the children to have a college degree. A good education improves the likelihood of children's welfare in the future. The higher the degree of the children's education, the higher the probability that they have good competitiveness in the labor market (W. McMahon, 2013; W. W. McMahon, 2018). A good future for the children is the main reason for the parents to enroll the children in the university.

Since having a college degree is an essential process for the children. Therefore the parents will choose the appropriate, good university for the children that could support the children's talent and interest — therefore picking a good quality of the higher degree to relate to many factors such as the consideration to select goods and services in the commercial market.

The student interest is also developing and dynamic. The student has the interest to work in a selected occupation that means for them. Some students look for occupation relates to the student interest, whether it is the revenue, or the salary, the fun, the patient, and also the parent's consideration related to their future. Some consideration relates to the cost of tuition fee, come consideration also related to location, the transportation, friends, the environment of the universities that the students prefer for studying in the University. These factors are being the consideration for the student to choose University (Chintagunta & Lee, 2012) (Raczkoski, 2018).

The University needs to know factors that influence the parents, and also, the student decides to choose the University. This information will influence how the University will develop and prepare to meet the consumer's demand. What kind of activities and also an improvement that should manage to be able to meet the relevant preference of the consumers. Which study program growing in demand for the student, the willingness to pay off the parents for the tuition fee, how sensitive is location relate to the house of the students, what kind of facilities offered, there are many criteria and factors that being the consideration to choose the higher education (Dao Mai Thi, 2015).

2. Theoretical Review

The university has several attributes that determine the quality of the university. The perception of quality reflected in the institution accreditation. An accreditation from National Accreditation Institution (BAN-PT) means that the university has accomplished a good quality standard relate to university quality services. There are seven criteria measured to determine the accreditation. The first is the vision and the mission of the institution. The second is the management system. The third is the student's and the graduate's quality. The fourth is human resources. The fifth is the curriculum, learning process, and the academic environment. The sixth is the facilities and also the financial system. The seventh is research, community development, and cooperation. A accreditation means all the seventh criteria of the

university exceed the minimum criteria required for an excellent higher education.

The good image and reputation of the university reflect excellent quality services offered to the consumers (Xu, Lo, & Wu, 2018) (Harwani, 2017). Image and reputation develop for several years and also indicate before the existing image and reputation perceived by the consumers. Therefore the right image and reputation come from the historical perspective in the learning process (Rachmadhani, Utami Handayani, Wibowo, Purwaningsih, & Suliantoro, 2018). Excellent image and reputation is an investment related to the performance of the university that could convince the consumers.

Nevertheless, a bad reputation and a bad image could also influence consumer evaluation. In the university, this is a huge problem. Since an evaluation of accreditation conducted every five years and if the accreditation is not as expected, therefore the next evaluation will come in the next five years. Until the accreditation, as expected by the consumer, most probably, the consumer will not be willing to choose to study at the university. Waiting for the next evaluation time and look for the result of the accreditation.

The decision process of the consumer also influenced by financial capabilities. Since the students mostly subsidized by the parents, therefore, the parent's willingness to pay will relate to the parent's revenue. Even though there are preferences required by their children, nevertheless, the student will choose the University that has scholarship availability, payment system, and also the tuition fee.

The location also relates to consumer consideration. It is an important consideration since the cost of transportation and distance will relate to the time spend from the house to the university — the number of expenses that the student should ask for their parents every day. Therefore the higher the expense, the higher the cost of subsidizing the students in the higher education learning process.

3. Research Method

The process starts with preparation. The first thing to do is to prepare a questionnaire for students at school. Second, review whether the question already made accurately and quickly understood. Thirdly, submit a letter of assignment to campus by attaching the names of the team that will carry out the survey. Fourth, make a permit to carry out the distribution of school- school survey questionnaires. Fifth, make a list of regional schools to map which schools we will survey. Sixth, then create a questionnaire guide as an essential reference for survey procedures. Seventh, make an appointment meeting with the liason officer as an intermediary administrator's permission to schools. When the school accepts the informal request from the liason officer, some administration files deliver to the liason officer, including university letters of introduction permission to the school, a list of schools, a list of acceptance letters, and a list of survey schedules. Furthermore, the liason officer will provide and arrange the schedule, and then it will be conveyed to the university survey team coordinator.

The survey conducted in 2019, 2 week after the student enroll to the new class year. The student is the last year student, therefore the survey question relevant to measure their perception related to the university preference.

4. Results and Discussion

The majority of the respondent has only a limited amount of allowance from their parents. The majority of the respondents have only 100,000 to 500,000 per month for their transportation, lunch. The amount of revenue they have from their parents categorized into low and medium revenue (Table 1).

Table 1. Student Monthly Budget

Item	Percentage	Frequency
100.000 - 300.000	47.98%	95
300.001 - 500.000	30.30%	60
500.001 - 750.000	12.12%	24
750.001 - 1.000.000	7.07%	14
> 1.000.000	2.53%	5

First of all, we will get the survey implementation schedule from the liason officer. After that, the team coordinator will arrange the timetable of the team who will survey on that day. After the survey day arrives, the teams must check the completeness of the file, including stationery, questionnaire, participant attendance list, and camera to document activities. The survey team must do when the questionnaire session takes place first is to meet the teacher picket, then we will be directed to meet the curriculum or public relations. We will be delivered to a room to conduct a survey session, during the survey session takes place the teams distribute questionnaires to students then tell students not to fill in the

questionnaire with the origin and fill it with personal opinions and personal experiences. Furthermore, the process continues to guide students who do not understand how to fill in the questionnaire and explain the meaning of the questionnaire. There is 200 respondent from 20 schools in West Jakarta.

Then the surveyor taking the photos of students while filling out the questionnaire. Finally, collecting the questionnaire data and cross-check whether the question answered without being missed by students, after that, input the data of students who have filled out the questionnaire to surveymonkey.com.

The survey results for the question "give reasons why you chose to continue school in high school or vocational school?" (Table 2). The top three answers are to work immediately, continuing to a higher level, and to increase knowledge. The first top answer relevant since 50% of the respondent from vocational school that develop the resources to have the skill to work after graduated from vocational school. Moreover, the second top answer relevant since the rest 50% of the respondent from senior high school that are going to enroll in the university after graduated.

Table 2. Student Reason to Continue in Vocational / Senior High School

Item	Percentage	Frequency
Work immediately	38.00%	76
Continuing to a higher level	38.00%	76
Increase knowledge	35.00%	70
Studying certain fields / vocational	20.00%	40
Close to the house	15.50%	31
Own desire	15.00%	30
Preparing for college	14.50%	29
Because you want to reach your goals	12.50%	25
Train Skills	10.50%	21
Parent's Order	10.50%	21

Next is the question "Profession or job desired after graduation?". The top three answers are entrepreneurs, teachers, managers. The interesting part is the second answer which is becoming teacher are the majority answer from the student (Table 3).

Table 3. The Job Desired

Item	Percentage	Frequency
Entrepreneur	44.00%	88
Teacher	20.00%	40
Manager	19.50%	39
Private employees	18.00%	36
Police	11.50%	23
Accountant	11.00%	22
Civil servants	10.50%	21
Doctor	10.00%	20
Designer	5.50%	11
Architect	5.50%	11

Furthermore, the question "Which study program will you choose in college?". The top three answers show accounting, psychology, office administration programs are the most preferred (Table 4).

Table 4. Study Program Preference

Item	Percentage	Frequency
Accounting	29.00%	58
Psychology	26.00%	52
Office administration	18.50%	37
Banking	17.00%	34
Marketing Communications & Advertising	16.50%	33
Multimedia	14.50%	29
Broadcasting	13.50%	27
Public Relations	11.50%	23
Interior design	9.50%	19
Tourism	9.00%	18

The next question, “I will choose universities that have a pleasant social environment” show that the respondent mostly answers strongly agree. Furthermore, for the location of the college not far from the the student house mostly answered with strongly agree. The location of higher education is easily accessible by public transportation mostly answer with strongly agree. Therefore, universities that have a pleasant social environment, a location not far from where they live, and have easily accessible transportation are the primary considerations for students to choose tertiary institutions.

The high cost of education guarantees the process of becoming a quality graduate, the answer is varied, there are those who doubtful, disagree, and agree. There are also question related to the method of education payments as the primary determinant, and most of the respondent stated strongly agree and agree. The cost of education becomes a determining factor in choosing a university since most of the student strongly agree. Furthermore, the availability of scholarships in the university are the primary consideration to choose a place of study, and most of the students agree. It concluded that the stages of payment, the amount of tuition fees, and the availability of scholarships is a major determinant in choosing university (Table 5).

Table 5. Tuition Fees & Scholarship Preference

Item	Strongly Agree	Agree	Doubtful
High tuition fees guarantee the process to become a qualified graduate.	8.50%	26.50%	31.50%
The method of payment of tuition fees are the main determinant to choose university.	12.50%	42.50%	32.00%
The amount of tuition fees is the main determinant to choose university.	10.00%	39.50%	18.50%
The availability of scholarships from the university are the main consideration to choose university.	42.71%	45.23%	9.55%

Most the student strongly agree that talents, and interests are the primary considerations in choosing a study program. The availability of study programs that relevant to the student talent and interest are the primary considerations to choose university. Location, social environment of the university is an essential consideration to choose university. Therefore, the ability of talents, interests, and the availability of study programs are the main considerations to choose the university (Table 6).

Table 6. Talents and Interest Role to Choose the Study Program

Item	Strongly Agree	Agree	Doubtful
My talents & interests are the main consideration to choose study programs.	57.00%	35.50%	6.50%
The availability of study programs that relevant to the interest tests are the main considerations to choose university.	39.50%	49.50%	10.50%
The location and social environment of the university are the main considerations to choose university.	28.50%	57.50%	11.50%

University with access to easily accessible locations are the main consideration supported by the student. Moreover, university or study programs with A accreditation are the first choice for the students. University that have proper buildings and facilities are the best choice. University with many student programs are the primary considerations for students to choose to agree with. The findings also concluded that access to location, a study programs with A accreditation as well as universities that have proper buildings and facilities are the main attributes to choose university

(Table 7).

Table 7. University Attributes

Item	Strongly Agree	Agree	Doubtful
University with access to easily accessible locations is a major consideration.	34.00%	50.50%	10.50%
University or study programs with A accreditation are the main choice.	57.50%	34.00%	5.50%
University that have good buildings and facilities are the best choice.	30.65%	45.73%	16.08%
University with many student programs are the main considerations to choose.	32.00%	44.00%	18.00%

5. Conclusion

The students are looking for a study program that relates to their motivation for working after graduate from senior high school. However, some of them also have the willingness to study to a higher degree. Both of these answers show their motivation to study in the senior high school or the vocational high school to determine their future.

Some main research findings deliver insight for the university to improve the needs of the consumers. Most of the respondent agreed with their preference for a good quality university that support them to have an occupation.

When it comes to financial consideration, most of the students agree that a partial payment is a primary consideration to choose the University. The amount of tuition fees is significant; the majority of the respondents said that the availability of the scholarship in the university is the primary consideration to choose the University. Moreover, the student influencer to choose the University is the consulting teacher. This statement confirmed by the answers of the respondents.

Parents and teachers influenced the decision to choose a university. Moreover, the study program is highly related to the skill and also the interest of the students. Furthermore, location is significant to choose as the consideration of the students to choose the University.

Finally, these findings confirm the previous research related to the feature of the decision-making process to select the University. Different research related to another area in Jakarta is necessary to conduct a comparative relation to the different areas with the same theme.

The future research should consider several problems, which are; first, when the letter delivered to the school, the school not directly coordinate with the parties concerned. Some of the school public relations section manage to receive the letter of asking permission, but a miss communication results in rescheduling the survey schedule. The reschedules cause delayed and miss the target. Second, there is disposition from school that cannot be tolerated. Third, there are too many school regulations that hamper the effectiveness and efficiency of survey time. Fourth, some schools ask for some administration fees as a form of a contribution to the school. Fifth, the survey schedule clashes with the schedule of the exam students, therefore rescheduling the surveys required. The sixth, situations, or conditions of travel that cause the surveyor arrived late at the school hinders the effectiveness of the surveyor journey. Many addresses did not match with the map directions; some areas have never visited. The team getting lost while conducting a survey.

Furthermore, the suggestions or input for the next survey is, first, to coordinate the team with better preparation. Second, to ensure the survey schedule; therefore, the rescheduling does not occur. Third, surveying the other parts of the region, and the last, coordinating the survey schedule to the school to avoid unwanted things such as rescheduling.

References

- Chintagunta, P. K., & Lee, J. (2012). A pre-diffusion growth model of intentions and purchase. *Journal of the Academy of Marketing Science*, 40(1), 137-154. doi: <http://dx.doi.org/10.1007/s11747-011-0273-2>
- Dao Mai Thi, N. (2015). What factors influence Vietnamese students' choice of university? *International Journal of Educational Management*, 29(5), 666-681. doi: 10.1108/IJEM-08-2014-0110
- Harwani, Y. (2017). MEMAHAMI PERAN EKUITAS MEREK SEBAGAI KEUNGGULAN BERSAING TERHADAP PENGAMBILAN KEPUTUSAN DALAM PEMILIHAN PERGURUAN TINGGI. *Jurnal Manajemen*, 21(3), 398-417.
- Harwani, Y., Suharjo, B., Nurmawati, R., & Suprayitno, G. Minat Pemilihan Perguruan Tinggi dan Peran Kelompok Referensi Serta Komunikasi Pemasaran Terintegrasi. *MIX: Jurnal Ilmiah Manajemen*, 8(2), 186-207.
- McMahon, W. (2013). Education's Effects on Individual Life Chances and On Development: An Overview with Oketch in *British Journal of Educational Studies*, 61:1 (March 2013), pp. 79-107. *British Journal of Educational*

- Studies*, 61:1 (March 2013), pp. 79-107, 79-107.
- McMahon, W. W. (2018). The total return to higher education: Is there underinvestment for economic growth and development? *The Quarterly Review of Economics and Finance*, 70, 90-111. doi: <https://doi.org/10.1016/j.qref.2018.05.005>
- Nugroho, A., Harwani, Y., Dewita, A., & Sihite, J. (2015). Is It Traditional or Contemporary Marketing Strategy? A Textual Cluster Analysis@ MercuBuana_Reg. *Mediterranean Journal of Social Sciences*, 6(5 S5), 26.
- Nugroho, A., Khayati, T. N., Harwani, Y., & Sihite, J. (2015). Is It A Relational Marketing Strategy? Cluster Analysis@ Universitasmercubuanajakarta Facebook Post and Comment. *MIX: Jurnal Ilmiah Manajemen*, 5(2).
- Rachmadhani, A., Utami Handayani, N., Wibowo, M., Purwaningsih, R., & Suliantoro, H. (2018). Factor identification of higher education choice to enhance brand awareness of state university. *MATEC Web of Conferences*, 154, 01051. doi: 10.1051/mateconf/201815401051
- Raczkoski, B. M. (2018). *Examining Predictors of Student Motivation to Enroll in a Study Abroad Course from a Relative Costs Perspective*. (10846131 Ph.D.), Oklahoma State University, Ann Arbor. Retrieved from <https://search.proquest.com/docview/2195467143?accountid=17242> ProQuest Dissertations & Theses Global database.
- Xu, J., Lo, A., & Wu, J. (2018). Are students customers? Tourism and hospitality students' evaluation of their higher education experience. *Journal of Teaching in Travel & Tourism*, 18, 1-23. doi: 10.1080/15313220.2018.1463587