

Factors that Influence Student's Decisions in Choosing a Management Study Program at Buana Perjuangan University Karawang (Case Study of Students Class of 2023)

Yeni Fajrin ^{1*}, Vidya Arisandi ², Neni Sumarni ³, Surya Rahmat Abdilah ⁴, Imelda Nova Nandini ⁵

^{1*,2,3,4,5} Management Study Program, Faculty of Economics and Business, University of Buana Perjuangan, Karawang Jl. H.S Ronggowaluyo, Telukjambe Timur, Karawang 41361, Indonesia.

Email: yeni.fajrin@ubpkarawang.ac.id ^{1*}, vidya.arisandi@ubpkarawang.ac.id ², neni.sumarni@ubpkarawang.ac.id ³, mn23.suryaabdilah@mhs@ubpkarawang.ac.id ⁴, mn23.imeldanandini@mhs.ubpkarawang.ac.id ⁵

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Abstrak

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi mahasiswa dalam memilih Program Studi Manajemen di Universitas Buana Perjuangan Karawang. Data dikumpulkan dengan cara menyebarkan kuesioner berbentuk google form kepada Mahasiswa Prodi Manajemen angkatan tahun 2023 melalui Whatsapp grup, data yang berhasil terkumpul sebanyak 232 responden. Desain yang digunakan dalam penelitian ini yaitu Confirmatory Factor Analysis dan Exploratory Factor Analysis dengan jenis penelitian kuantitatif. Hasil penelitian adalah ada 5 faktor yang mempengaruhi mahasiswa dalam memilih program studi manajemen yaitu faktor minat dan bakat dengan nilai varian sebesar 36,926%. kedua adalah faktor peluang karir dengan varian 8,737%, ketiga adalah faktor kualitas program studi dengan varian 7,363%, keempat adalah faktor ekonomi dengan varian 5,320%, dan kelima adalah faktor dukungan orang tua, teman, lingkungan dengan varian 5,024%. Dengan total varian yang pengaruhnya sebesar 63.37% terhadap keputusan mahasiswa dalam memilih Prodi Manajemen. Faktor yang memiliki kontribusi paling tinggi dalam memilih jurusan manajemen adalah faktor minat dan bakat dengan nilai eigen sebesar 11,078. Hal tersebut dapat menjadi acuan bagi program studi manajemen untuk menyediakan lingkungan, sarana dan prasarana yang mendukung, agar mahasiswa dapat mengembangkan minat dan bakatnya secara optimal.

Kata Kunci: Analisis Faktor; Faktor-Faktor Keputusan Mahasiswa; Keputusan Mahasiswa.

Abstract

This research aims to determine the factors influencing students' choice of management study program at Buana Perjuangan University, Karawang. Data was collected by distributing a questionnaire in the form of a Google form to 2023 Management Study Program students via the WhatsApp group, the data collected was 232 respondents. The design used in this research is Confirmatory Factor Analysis and Exploratory, which is a quantitative type of research. The research results were that 5 factors influenced students in choosing a management study program: interest and talent factors, with a variance value of 36.926%. The second is the career opportunity at 8.737%, the third is the study program quality at 7.363%, the fourth is the economy at 5.320%, and the fifth is the support of parents, friends, and the environment at 5.024%. With a total variance, the influence is 63.37% on students' decisions in choosing the Management Study Program. The factors with the highest contribution are interest and talent factors with an eigenvalue of 11.078. This can be a reference for management study programs to provide supportive facilities and infrastructure so students can optimally develop their interests and talents.

Keyword: Factor Analysis; Student Decision Factors; Student Decisions.

1. Introduction

Education plays an important role in the development of individuals, communities, and countries because education provides the knowledge and skills necessary to succeed in life to equip individuals with the ability to think critically, solve problems, and contribute to social progress (Suhardi, 2017). Education also opens the door to better jobs, higher incomes, and a better life. Education also forms strong character and morality, helps individuals become responsible and ethical citizens, and contributes to community development, in other words, good education spreads knowledge and contributes to the social and economic development of public (Herawati, 2022). Influencing factors for decision students according to Kartono 1996:86 our interests and talents, opportunities for career, quality of study program, factors economics, as well support from parents, friends, and the environment (Maylindo, 2019). The university's main goal is to recruit students who have completed high school or equivalent qualifications and are interested in continuing their education at the tertiary level. It includes students with academic interests and the ability to pursue advanced research in a variety of fields, from the social sciences to the natural sciences (Wulansari, 2023). The university's goal is to provide an academic environment that supports students' intellectual development, creativity, and ability to achieve potency full they. The growth amount of college can disproportionately expand educational options for prospective students. With so many universities available, prospective students have more alternatives to choosing study programs, learning environments, education costs, and facilities that suit their needs and preferences. This can enrich their educational experience and allow them to tailor their education to their interests, talents, and career goals (Yonanda, 2022). Likewise, Buana Perjuangan University, Karawang, which has a vision of "National Insight and International Reputation" always strives to gain a place in the hearts of the community as a university that is trusted, has quality, and has accreditation. Buana Perjuangan University Karawang is one of the private universities in Karawang Regency which has been established since 2014 and has succeeded in attracting quite extraordinary students. Buana Perjuangan University Karawang has 6 (six) faculties including the Faculty of Economics and Business, the Faculty of Engineering and Computer Science, the Faculty of Teacher Training and Education, the Faculty of Psychology, the Faculty of Law, and the Faculty of Pharmacy. Among the six faculties, the Faculty of Economics and Business is sufficiently interested in society. faculty of Economics and Business has 2 (two) study programs (Prodi), namely Management and Accounting. Of both study programs, the Management Study Program is always the most interesting to candidates Student.

Students choose to study program Management Of course own different reasons before choosing to desired product. Renita (2007) identified that students in choosing study programs such as management consider several main factors, including personal interests, academic abilities, career opportunities after graduation, previous academic achievements, family financial capabilities, campus location, and other relevant factors (Galib, 2020). Based on a study according to Erika and Nami, 2023 results in his research states the decisions of students in choosing a study program in Christian Education Management are influenced by factors private, where factors influential in a way simultaneous and significant to the decision students in choosing a study program Christian Education Management. According to Julianda, 2022 states the decision students choose a major or study program that will be they go to college is A method of planning their future career. In the choosing process or decision often someone is faced with confusion. This No Can be denied Because the chosen major will become the gate First in choosing a career in Century front. Many factors have to be calculated and thought about in a way ripe, from various searches, known Lots factors in choosing a study program among them are interest and power pull (Por, 2024). Besides This decision is also influenced by various factors factor both internal and external. According to Firm et al (2022) based on the results his research state that influencing factors decision PGRI Madiun University students in You Can Choose the 2019 Management Study Program concluded: Yes, significant influence family/parents, friends' peers, personality, interests, and potential self to decision PGRI Madiun University student in the selection of Management Study Program Class of 2019. Meanwhile, according to the study, by Ismaulina et al (2021) results in his research state that the most dominant factor influencing every decision student in choosing a study program new in the FEBI IAIN Lhokseumawe environment is

RESEARCH ARTICLE

issue positive, followed by factors of place, process, evidence physical, price, product, promotion, decision, and economics (Susilo, 2022). Choice decision study program It can arise from students themselves because they feel happy, but it can also arise from outside due to several reasons, such as influence from parents, friends, and the surrounding environment (Onoshakpokaiye, 2023). Based on the explanation outlined in the introduction above, the identification of the problem in this research is What factors influence students' decisions in choosing a management study program at Buana Perjuangan University, Karawang? This research aimed to determine "Factors that Influence Student's Decisions in Choosing a Management Study Program at Buana Perjuangan University Karawang (Case Study of Students Class of 2023)".

Shull stated that decision-making is a process of human awareness of individual and social phenomena based on factual events and thought values which include behavioral activities of one or several alternatives as a way out to solve the problems faced. According to George R. Terry, decision-making is the selection of behavioral alternatives (certain behaviors) from two or more existing alternatives. From the several definitions above, it can be concluded that the definition of decision-making is an alternative that is by data and facts which can later be used to help solve existing problems (Hayati, 2019). Decision-making has a function as the beginning of all conscious and directed human activity, both individually and in groups, both institutionally and organizationally, something that is futuristic, meaning that it is related to the future, the future where its effects or influence will take place quite a long time (Tamba, 2024), the objectives of decision-making are:

- 1) The goal is single, meaning it has nothing to do with other problems
- 2) Objectives are dual, meaning they are related to other problems

Ahmad Rifai_FIP_UNPB. Decision-Making Decision means choice. The choice referred to here is a choice of two or more possibilities, or it can also be said to be a decision reached after consideration by choosing one possible option. As stated by Gito Sudarmo (2000), a decision is related to the determination or determination of a desired option. The definition above implies that in decisions, namely: (1) there is a choice based on logic or consideration; (2) there are several alternatives from which the best one must be chosen; and (3) there is a goal to be achieved and the decision gets closer to that goal. Understanding decision, experts' opinions regarding the meaning of decision-making are quoted. According to Steiner (1998), decision-making is defined as a human process that is based on and includes both individual and social phenomena, based on value premises and facts, concluding a choice from among alternatives to move towards a desired situation. This understanding shows that decision-making is a process of systematically selecting the best alternative from several alternatives to be followed up (used) as a way of solving problems (Rifai, 2019). Students' decisions in choosing the major or study program they will take at university is a way of planning their future careers. In the process of selecting or deciding, a person is often faced with confusion, this cannot be denied because the major chosen will be the first gate in choosing a career in the future. Many factors must be taken into account and thought through carefully. From various searches, it is known that there are many factors in choosing a study program, including interest and attractiveness. Apart from that, this decision is also influenced by various factors, both internal and external (Milla, 2022). The factors that influence student decisions according to Kartono 1996:86 in Lubis et all (2022) (Lubis, 2022) are as follows:

1) Interests and Talents

Interest and talent are the main factors that influence students' decisions in choosing a major. A student tends to choose management majors if they have an interest and talent in the fields of organization, leadership, and resource management. This tendency may arise from previous experiences, extracurricular activities, or a natural interest in management-related topics.

2) Career Opportunities

Students often consider the career opportunities offered by a major before making a decision. The Management major offers various career opportunities in various industries, such as project manager,

RESEARCH ARTICLE

human resources manager, marketing manager, and so on. The opportunity to achieve high management positions and good earning potential can be attractive to students.

3) Quality of Study Program

The quality of the study program and the reputation of the university are also important considerations. Students tend to choose management majors at universities that have quality lecturers, adequate learning facilities, and good relationships with industry. A university's reputation and study program accreditation can also give students confidence that they will receive a quality education.

4) Economic Factors

Economic aspects also play an important role in students' decisions. Some students may choose to major in management because they see the potential for higher earnings in the future. In addition, consideration of tuition costs, availability of scholarships, and internship or part-time work opportunities can also influence a student's decision.

5) Support from Parents, Friends, and Environment

Support from family, friends, and the surrounding environment also has a big impact on the decision to choose a major. Students tend to feel more motivated if they get positive support from parents, teachers, and friends. Knowledge and views from those closest to them can help students understand whether majoring in management suits their interests and talents.

2. Methodology

Data collection was carried out by distributing a questionnaire in the form of a Google form to 2023 Management Study Program students via the WhatsApp group and the data collected was 232 respondents. The design used in this research is Confirmatory Factor Analysis (CFA) and Exploratory Factor Analysis (EFA) with a quantitative type of research (Pratama, 2021). Data collection techniques in research use a questionnaire with a 5-answer Likert scale. Data processing and hypothesis testing using SPSS version 26.

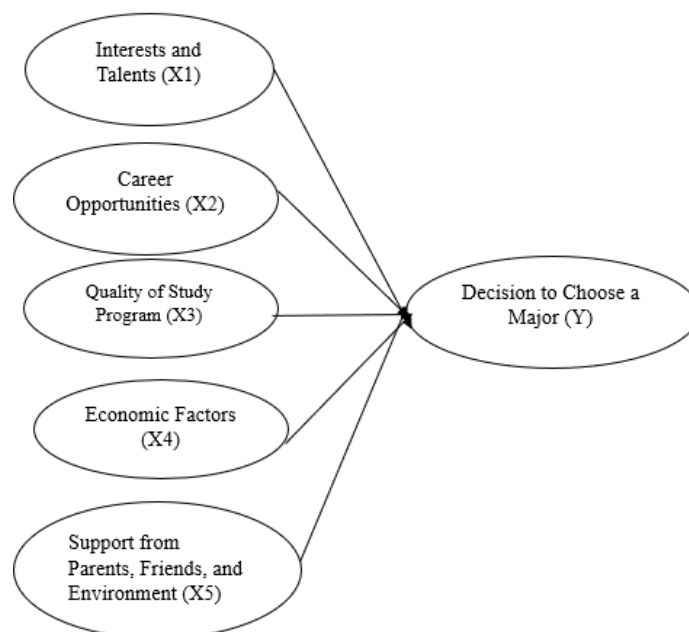


Figure 1. Research Thinking Framework

3. Results and Discussion

3.1 Results

3.1.1 Number of Respondents

The respondents in this study were 232 respondents, namely students of the Management Study Program, at Buana Perjuangan University, Karawang. The general description of respondents in this study includes gender as follows:

Table 1. Respondents by Gender

No	Gender	Amount	Percentage (%)
1.	Male	71	30.60%
2.	Female	161	69.40%
Total		232	100%

From the table above, it can be seen from the descriptive analysis regarding the identity of respondents that of the 232 respondents obtained the majority of respondents were women with a total of 161 respondents (69.40%), while male respondents were 71 (30.60%).

3.1.2 Correlation Matrix Test Results

The commonality test is carried out to show whether the value of each variable to be studied can explain the factor variable or not. Each variable is considered capable of explaining the factor variable if the extraction value is >0.50 . Based on the commonality output as seen in the table below, it is known that all Extraction values for each factor variable are greater than 0.50 so that all factor variables tested can be used as elements in explaining factors. Complete data can be seen in Table 2.

Table 2. Communalities Test Results

	Communalities	
	Initial	Extraction
X1.1	1.000	0.559
X1.2	1.000	0.660
X1.3	1.000	0.500
X1.4	1.000	0.495
Total_X1	1.000	0.924
X2.1	1.000	0.579
X2.2	1.000	0.635
X2.3	1.000	0.530
X2.4	1.000	0.572
Total_X2	1.000	0.954
X3.1	1.000	0.668
X3.2	1.000	0.719
X3.3	1.000	0.701
X3.4	1.000	0.562
Total_X3	1.000	0.951
X4.1	1.000	0.593
X4.2	1.000	0.581
X4.3	1.000	0.530
X4.4	1.000	0.638

RESEARCH ARTICLE

Total_X4	1.000	0.987
X5.1	1.000	0.648
X5.2	1.000	0.564
X5.3	1.000	0.589
X5.4	1.000	0.633
Total_X5	1.000	0.980
Y.1	1.000	0.478
Y.2	1.000	0.633
Y.3	1.000	0.619
Y.4	1.000	0.756
Total_Y	1.000	0.995
Extraction Method: Principal Component Analysis.		

3.1.3 Eigenvalue Test Results and Loading Factors

Based on Table 3, there are two factors formed from the 24 variables analyzed with the condition that the Eigenvalues must be greater than 1 (one). Component 1 with Eigenvalues 11.078 becomes factor 1 and explains 36.926% of the variation. Component 2 with a value of 2.621 becomes factor 2 and explains 8.737% of the variation. Component 3 with a value of 2.209 becomes factor 3 and explains 7.363% of the variation. Component 4 with a value of 1.596 becomes factor 4 and explains 5.320% of the variation. Component 5 with a value of 1.507 becomes factor 5 and explains 5.024% of the variation. Finally, component 6 with a value of 1.221 becomes factor 6 and explains 4.069% of the variation.

Table 3. Eigenvalue Test Results

Component	Initial Eigenvalues			Total Variance Explained			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.078	36.926	36.926	11.078	36.926	36.926	3.857	12.857	12.857
2	2.621	8.737	45.663	2.621	8.737	45.663	3.846	12.820	25.677
3	2.209	7.363	53.027	2.209	7.363	53.027	3.740	12.467	38.144
4	1.596	5.320	58.346	1.596	5.320	58.346	3.325	11.085	49.229
5	1.507	5.024	63.371	1.507	5.024	63.371	2.918	9.726	58.955
6	1.221	4.069	67.439	1.221	4.069	67.439	2.545	8.484	67.439
7	0.975	3.250	70.690						
8	0.902	3.008	73.697						
9	0.780	2.600	76.297						
10	0.752	2.508	78.805						
11	0.709	2.364	81.169						
12	0.662	2.206	83.375						
13	0.640	2.132	85.507						
14	0.545	1.818	87.324						
15	0.506	1.687	89.011						
16	0.473	1.575	90.586						
17	0.444	1.479	92.065						
18	0.427	1.423	93.488						
19	0.397	1.324	94.812						
20	0.382	1.273	96.085						
21	0.346	1.152	97.237						
22	0.326	1.085	98.323						
23	0.280	0.933	99.256						
24	0.223	0.744	100.000						
25	2.66146648825904E-15	8.87155496086347E-15	100.000						
26	5.41063220101918E-16	1.80354406700639E-15	100.000						
27	9.985522	3.3285075156633E-16	100.000						

RESEARCH ARTICLE

	5469898 9E-17		
28	-	-1.60835977158691E-15	100.000
	4.825079 3147607 2E-16		
29	-	-3.67637344511639E-15	100.000
	1.102912 0335349 2E-15		
30	-	-5.32889590307603E-15	100.000
	1.598668 7709228 1E-15		

Extraction Method: Principal Component Analysis.

3.2 Discussion

Based on Table 3 above, 5 (five) factors influence students' decisions to choose the Management Study Program at Buana Perjuangan University, Karawang, namely interest and talent factors, career opportunity factors, study program quality factors, economic factors, and support factors from parents, friends, and the environment. Factor 1 (Interest and Talent) has a total eigenvalue of 11.078, with a variance value of 36.926%. Factor 2 (Career Opportunities) has a total eigenvalue of 2.621, with a variance value of 8.737%. Factor 3 (Quality of the Study Program) has a total eigenvalue of 2.209, with a variance value of 7.363%. Factor 4 (Economic Factors) has a total eigenvalue of 1.596, with a variance value of 5.320%, and factor 5 (Parental Support, Friends, Environment) has a total eigenvalue of 1.507, with a variance value of 5.024%. These five factors have a percentage of variance value of 63.37%, meaning that these five factors can explain their influence of 63.37% on students' decisions in choosing the Management Study Program at Buana Perjuangan University, Karawang. Based on conceptual hypothesis testing, to determine the dimensions or factors that most dominantly influence students in deciding to choose a study program, the varimax rotation coefficient parameter is used. Taken from the dimensions or student decision factors that are closest to +1 or close to -1. Values close to -1 are preceded by -0.5. Based on Table 3, the most dominant factor influencing students' decisions in choosing the Management Study Program at Buana Perjuangan University Karawang is the interest and talent factor with a varimax rotation value of 36.926%.

4. Conclusion

Research shows that several factors influence students in choosing a Management Study Program. Of the 24 variables studied, all variables were considered suitable for inclusion in factor analysis. The results of this analysis produce five main factors, namely: interests and talents, career opportunities, quality of study programs, economy, and support from parents, friends, and the environment. This conclusion was obtained through varimax rotation which assumes a correlation between factors, so that five factors are formed that influence students' decisions to choose the Management Study Program at Buana Perjuangan University, Karawang. These factors include: Interests and talents, with the highest eigenvalue of 11.078 and a variance of 36.926%, Career opportunities, with a variance of 8.737%, Quality of study program, with a variance of 7.363%, Economy, with a variance of 5.320%, and Support from parents, friends, and environment, with a variance of 5.024%. Overall, these factors explain 63.37% of the variability in students' decisions in choosing the Management Study Program at Buana Perjuangan University, Karawang. Interest and talent factors have the greatest contribution in influencing student decisions. Therefore, management study programs are advised to provide an environment, facilities, and infrastructure that support the development of students' interests and talents optimally and according to their needs.

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