

**THE IMPACT OF COST, ACADEMIC AND REPUTATION,
GEOGRAPHICAL FACTOR, AND OTHER'S INFLUENCE IN
CHOOSING PRIVATE UNIVERSITIES IN INDONESIA
BY 12TH GRADE STUDENT
(A CASE STUDY OF YOS SUDARSO KARAWANG SENIOR
HIGH SCHOOL INDONESIA)**

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**President University
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January 2012**

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APPROVAL SHEET

The Panel of Examiners declare that the thesis entitled “**THE IMPACT OF COST, ACADEMIC AND REPUTATION, GEOGRAPHICAL FACTOR, AND OTHER’S INFLUENCE IN CHOOSING PRIVATE UNIVERSITIES IN INDONESIA BY 12TH GRADE STUDENT : A CASE STUDY OF YOS SUDARSO KARAWANG INDONESIA**” that was submitted by Hadrianus majoring in Management from the Faculty of Economic was assessed and approved to have passed the Oral Examinations on February 16, 2012

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THESIS ADVISER RECOMMENDATION LETTER

This Thesis is entitled “**THE IMPACT OF COST, ACADEMIC AND REPUTATION, GEOGRAPHICAL FACTOR, AND OTHER’S INFLUENCE IN CHOOSING PRIVATE UNIVERSITIES IN INDONESIA BY 12TH GRADE STUDENT : A CASE STUDY OF YOS SUDARSO KARAWANG INDONESIA**” prepared and submitted by Hadrianus in partial fulfillment of the requirements for Bachelor Degree in Economics – Major in Marketing, has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, 26th January 2012

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DECLARATION OF ORIGINALITY

I declare that this thesis, entitled “**THE IMPACT OF COST, ACADEMIC AND REPUTATION, GEOGRAPHICAL FACTOR, AND OTHER’S INFLUENCE IN CHOOSING PRIVATE UNIVERSITIES IN INDONESIA BY 12TH GRADE STUDENT : A CASE STUDY OF YOS SUDARSO KARAWANG INDONESIA**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, 26th January 2012

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ABSTRACT

People's awareness about higher education has change nowadays. They have realized the importance of higher education in order to compete with other people in job level. A lot of researches about higher education have been made because of this. Based on the past research, the researcher is triggered to do research about higher education.

The researcher has analyzed that there are several factors that affecting the student's decision to choose private universities in Indonesia, such as cost, academic and reputation, geographical factor and other's influence. The respondent for this research are the 12th grade students of Yos Sudarso Karawang Senior High School. The focus of this research is to find out whether cost, academic and reputation, geographical factor, and other's influence, influencing the 12th grade students of Yos Sudarso Karawang decision's to choose private university in Indonesia/ And which variable is the dominant one. .

In conducting the research, the researcher using questionnaires to collect the data. The questionnaires were spread to the the 12th grade students of Yos Sudarso Karawang Senior High School. The method used for analyzing the data gathered was multiple regression. F-test and t-test were used to test the hypothesis with confidence level of 95%. These methods were used to find out the dominant factor that affecting the student's decision and which variable is the dominant one.

The finding of this research is the 12th grade students of Yos Sudarso Karawang Senior High School consider academic reputation as the factor that strongly influencing their decision in choosing private universities in Indonesia. Despite academic reputation is the most dominant one, other factors in overall have some parts in affecting the 12th grade students of Yos Sudarso Karawang Senior High School 's decision, eventhough partially they have no significant influenced on Yos Sudarso Karawang 12th grade student's decision.

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LIST OF ACCRONYMS

SPSS	Statistical Products and Solution Services
OSC	Ordo Sanctae Crucis
MANOVA	Multivariate Analysis of Variance
VIF	Variance Inflation Factor
ANOVA	Analysis of Variance

CHAPTER I

INTRODUCTION

1.1. Background of Study

People perception about higher education has changed nowadays. During 1950s, graduated from senior high school is highly appreciated, but not today, graduated from university level is needed in order to compete with the others in finding jobs.

A lot of research about higher education are conducted by various researcher all around the world. So Jung Lee, and Hyun Kyung Chatfield (2010), students of William F. Harrah College of Hotel Administration University of Las Vegas conducted a research about the factors that influenced students' choices among in state, out of state and international student to study in UNLV hotel college.

Ruth E. Kallio (1995) in her research examines the relative influence of factors affecting the college choice decisions of graduate students,. The following factors were found to influence the decisions : residency status, quality and other academic and environment characteristic, work related concerns, spouse considerations, financial aid and the campus social environment.

Michael L. Tierney (1983) in his research investigates the nature of student college choice sets. The results of this research indicate that students can be regrouped according to their similarity in types of institutions to which they send their test scores.

Having seen and learn from the previous researches about higher education, the researcher is triggered to find out if cost, academic and reputation, geographical factor, other's influence influencing the decision of 12th grade students of Yos Sudarso Karawang to choose Private University in Indonesia.

1.2. Company Profile

Yos Sudarso Karawang Senior High School which located at Jalan Belakang Pasar no. 14, Karawang, West Java was established in 1987, and finally

got the education decree in 1988. Yos Sudarso School provides education from elementary until senior high school level. This school is supervised under OSC (Ordo Sanctae Crucis), a catholic order that has been working in educational sector for a long time all over the world.

Yos Sudarso Senior High School has several visions which are creating students that :

1. *Bermoral, jujur dan bertakwa kepada Allah*
2. *Berkembang secara seimbang dan optimal*
3. *Berguna bagi Masyarakat dan negara*
4. *Berdisiplin tinggi*

If there was a vision, there will be a mission in order to accomplished the vision, here are the mission of Yos Sudarso Karawang Senior High School,

1. *Meningkatkan kemampuan Guru dan Karyawan*
2. *Menjadi teladan bagi anak didik dalam hal berdisiplin*
3. *Bermoral, kejujuran dan ketakwaan kepada Allah*
4. *Mendidik secara Kreatif dan Kasih*
5. *Menciptakan iklim persaudaraan di kalangan guru dan karyawan sendiri*
6. *Menjunjung tinggi kebudayaan, tatakrama bahasa dan adat I stiadat setempat*

In the Karawang area, Yos Sudarso considered as one of the leading senior high schools there, and one of the biggest private senior high school in Karawang.

1.3. Problem Identified

According to the background of the study , the researcher wants to find out.

1. Do cost, academic and reputation, geographical factor, and other's influences influencing the decision of 12th grade students of Yos Sudarso Karawang Senior High School to choose the private university in Indonesia ?
2. Which factor influence the most?

1.4. Statement of Problem

Based on the problem identification, the statement of problem is *What are the Impact of Cost, Academic and Reputation, Geographical Factor, and Other's Influences in Choosing Private Universities in Indonesia by Yos Sudarso 12th grade students : a case study of Yos Sudarso Karawang Senior High School*"

1.5. Research Objective

The Objective of this research are to find out :

1. If cost, academic and reputation, geographical factor, and other's influences influencing the decision of 12th grade students of Yos Sudarso Karawang Senior High School to choose the private university in Indonesia
2. The factor influence the most

1.6. Significance of Study

Results and findings derived from this research, would be significance for the researcher, schools and universities who are looking for valid data and accurate analysis for inputs.

For the researcher, this research paper is significant as the prerequisite from President University.

While from the universities point of view, this research result provide valid data and reliable analysis that can act as additional input about the dominant factors influencing students in choosing their college through these findings, the researcher believes that it will be very useful input for private universities, especially President University in improving their marketing strategy.

1.7. Theoretical Framework

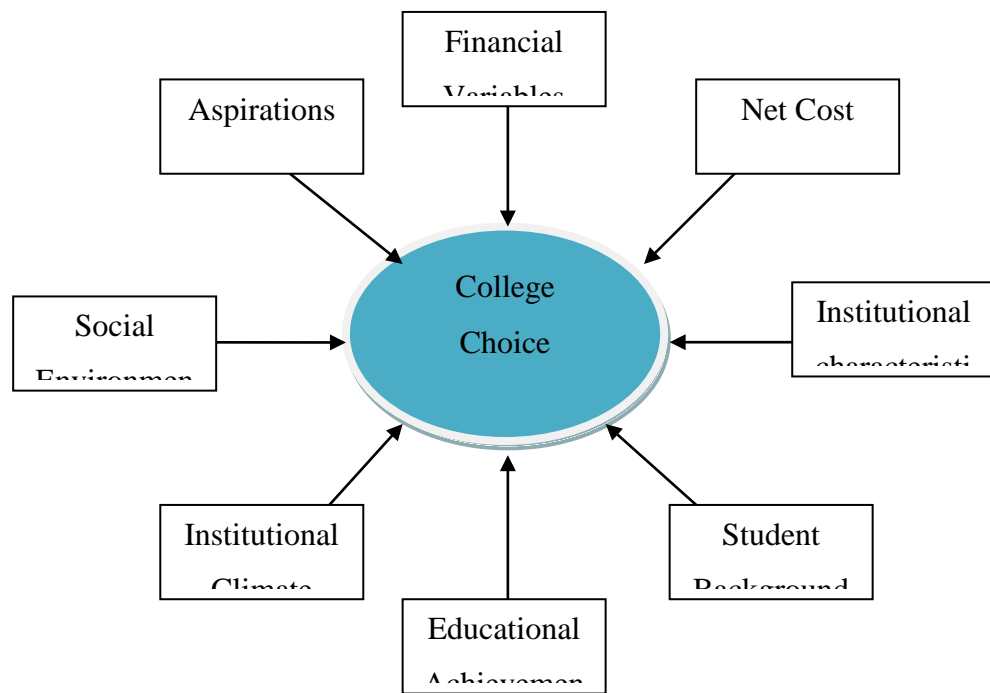


Figure 1.1. College Choice Factors

Source : Somer, Haines, & Keene,2006 in So & Hyun,2010

Figure 1.1. explain about the factors influencing college choice decision in America that stated by Somer, Haines & Keene,2006. Based on that figure, researcher adopting and analyzed factors that influencing 12th grade students in Indonesia in choosing Private University in Indonesia, which shown in figure 1.2.

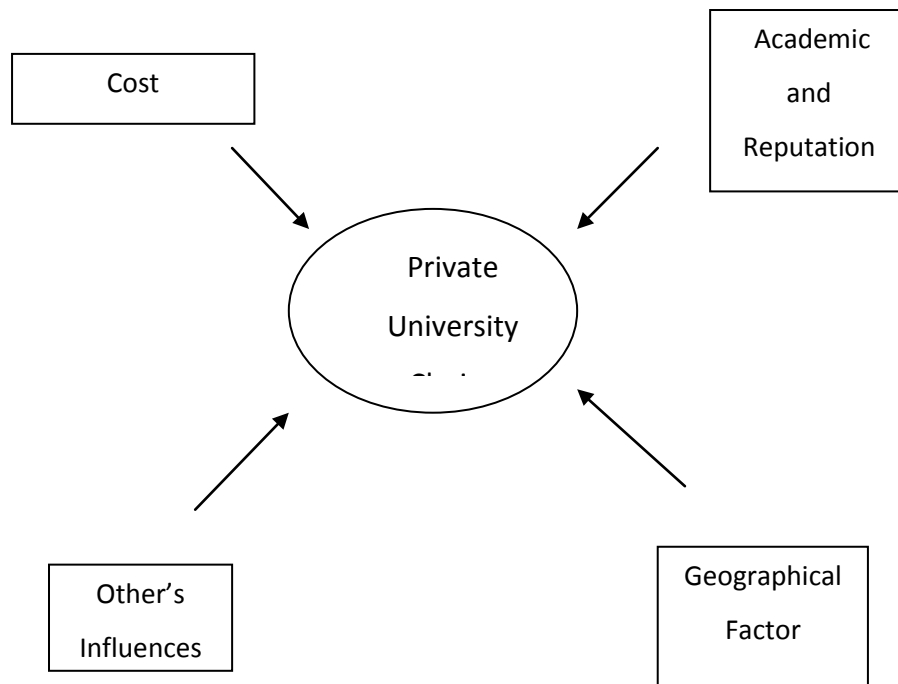


Figure 1.2. Private University Choice Factors

Source : Constructed by the researcher

1.8. Scope and Limitation of Study

The population used are the 12th grade students of Yos Sudarso Karawang Senior High School, during the 2011, who are currently looking for colleges and universities for their future.

The variables used for this research are cost, academic and reputation, geographical factors, and other's influence

1.9. Hypothesis

Based on the theoretical framework described the hypothesis made is cost, academic and reputation, and geographical factor, and other's influence influencing the 12th grade students decision to choose private university in Indonesia.

1.10. Definition of Terms

1. *Cost* : means the total amount of money needed to be spent. (Hornby, 2005)
2. *Academic and Reputation* : Academic according to (Hornby, 2005) means connected with education, especially studying in schools and universities. Reputation (Hornby, 2005), means the opinion that people have about something is like, based on what happen in the past. From those definition, Academic and Reputation means opinion that people have, related with education, especially about schools and universities.
3. *Geographical Factors* : Geography (Hornby, 2005) means the way in which a particular aspect of life or society is influenced by geography or varies according to geography. Factor (Hornby, 2005) means one of several things that cause or influence something. Geographical Factor means things that influence particular aspect of life or society .
4. *Other's influence* : Other (Hornby, 2005) refer to people or things that are additional. Influence (Hornby, 2005) means the effect that somebody has on the way a person thinks or behaves on the way that something works or develop. Other Influence means effect that somebody behave on the way that something works that affected by people that are additional
5. *Decision Making* : is the integration process by which knowledge is combined to evaluate two or more alternative behaviors and select one. (Peter & Olson, 2005)

CHAPTER II

LITERATURE REVIEW

2.1. Past Related Researches

Two similar researches are used by the researcher as the guidance for this research. The first research was “*The Analysis of Factors Affecting Choice of College : A Case Study of UNLV Hotel College Students*” that was conducted by So Jung Lee and Hyun Kyung Chatfield during 2010 time.

So and Hyun research was utilized a web based survey design, a self administered questionnaire to examine motivating factors for in state, out of state, and international students choosing Hotel College at UNLV during Spring 2010, with population of 2600 students enrolled in the Hotel College undergraduate program . From 2600 students, 268 students were used as samples.

In analyzing the data, the construct validity of those samples were then analyzed using factor analysis resulted the data were highly appropriate. After analyzed using factor analysis, the next step was to test the reliability of the data, and it resulted higher than 0.8, using cronbach alpha. Then, those factor were further analyzed using MANOVA, and resulted $F(22,512)=5.144$, $p<.005$. It means that there was a significant difference among three type of residency status (in state, out of state, international student) on dependent variables.

The second research used as guidance was “*Factors Influencing the College Choice Decisions of Graduate Students*” by Ruth E. Kallio in 1994. Kallio’s research examines the relative influence of factors affecting the college choice decisions of graduate students. In order to collect the data, survey was conducted in 1986, and 2,834 admitted student at a major research university, to which 38% (1,068) of the sample responded. For the research instrument, self-administered paper questionnaire that mailed to students in mid June of 1994 .

In analyzing the data, bivariate analyses and multivariate analysis were used. From bivariate analysis, the key finding was that younger students under the age of 30, were more geographically mobile than older students and therefore

considered a larger and more geographically dispersed set of institutions. They also tended to place greater importance than did older students on social aspects of campus life and were more likely to be undecided about their specific career plans.

Since a lot of variables representing ratings of importance and preferred school on particular decision was found significantly related in bivariate analysis, multivariate analysis was needed for data reduction. And the result of the multivariate analysis were four factor solution that obtained using the criterion of eigenvalues which greater than or equal to 1.0. First factor was labeled as “academic”(related with academic environment, program study), second factor was “work”(student desire to work), third “spouse” (related with spouse’s education or job plan) , and the last one was “social” (related with social environment of the campus).

2.2. Private Universities in Indonesia

According to UNDANG-UNDANG REPUBLIK INDONESIA NOMOR 20 TAHUN 2003 TENTANG SISTEM PENDIDIKAN NASIONAL Pasal 19 Tentang Pendidikan Tinggi, it is mentioned that *“Pendidikan tinggi merupakan jenjang pendidikan setelah pendidikan menengah yang mencakup program pendidikan diploma, sarjana, magister, spesialis, dan doktor yang diselenggarakan oleh pendidikan tinggi.”*

Also explained in Pasal 20 ayat 1, *“Perguruan tinggi dapat berbentuk akademi, politeknik, sekolah tinggi, institut, atau universitas.”* In ”Tambahan lembaran Negara RI no. 4301, explained about the content of Pasal 20 ayat 1,

Akademi menyelenggarakan pendidikan vokasi dalam satu cabang atau sebagian cabang ilmu pengetahuan, teknologi, dan/atau seni tertentu.

Politeknik menyelenggarakan pendidikan vokasi dalam sejumlah bidang pengetahuan khusus.

Sekolah tinggi menyelenggarakan pendidikan akademik dan/atau vokasi dalam lingkup satu disiplin ilmu tertentu dan jika memenuhi syarat dapat menyelenggarakan pendidikan profesi. Institut menyelenggarakan pendidikan akademik dan/atau pendidikan vokasi dalam sekelompok disiplin ilmu

pengetahuan, teknologi, dan/atau seni dan jika memenuhi syarat dapat menyelenggarakan pendidikan profesi.

Universitas menyelenggarakan pendidikan akademik dan/atau pendidikan vokasi dalam sejumlah ilmu pengetahuan, teknologi, dan/atau seni dan jika memenuhi syarat dapat menyelenggarakan pendidikan profesi.

Also stated in Pasal 16, that “*jalur, jenjang dan jenis pendidikan dapat diwujudkan dalam bentuk satuan pendidikan yang diselenggarakan oleh pemerintah daerah, dan/atau masyarakat*”

In conclusion, that higher education in Indonesia varied into several institution, including university itself. Any education in Indonesia, can be conducted by government (public) and civils/organization (private).

2.3. Consumer Decision Making

Wright (2006) stated that decision making process was a process beginning with the realization that they need or want to buy a product or service and ending with the purchase, usage and evaluation of the product or service benefits purchased.

Peter & Olson (2005) also mention about the key process in consumer decision making in which knowledge was combined to evaluate two or more alternative behaviors and select one. While Reynolds & Olson (2008) stated that Consumer Decision was about evaluating and selecting alternative behaviors or actions.

Peter & Olson (2005) also stated the step of decision making process which started from :

a) Problem recognition

Perceived difference between ideal and actual state of affairs

b) Search for alternative solutions

Seek relevant information about potential solutions to the problem from external environment, or activate knowledge from memory

c) Evaluation of alternatives

Evaluate or judge competing alternatives in terms of salient beliefs about relevant consequences and combine this knowledge to make choice

d) Action and purchase decision

Buy the chosen alternative

e) Post purchase use and reevaluation of chosen alternatives

Use the chosen alternative and evaluate it again in light of its performance

The term of consumer decision produces an image of an individual carefully evaluating the attributes of a set of products, brands, or services and rationally selecting the one that solves a clearly recognized need for the least cost. This term was stated by Hawkins, Best & Coney (1998).

While in this research the consumer was the prospective students who intended to enter the colleges/universities, and they need to pass the stages/steps that lay in front of them in order to enter the colleges/universities, including deciding which one they want to enter.

2.4. Stages of College Selection Process

Chapman (1986) in his research, "*Toward a Theory of College Selection : A Model of College Search and Choice Behavior*" stated 5 components of the college selection process to describe the stages through which student move in order to decide their colleges. The stages are labelled as follow :

- a. *Pre-Search Stage* : pre search stage begin when students recognize the possible need and the desirability of a college level education. Parental Influence may lead to such a realization on the part of the student well before the high school years. Also, pre search activities maybe involve an assesment of the costs and benefit associated with attending college in general, plus a corresponding assessment of the costs and benefits of alternative non college pst high school options. College going behavior may be influenced by a range of demographic

variable (parental education, income level, socioeconomic status, gender, etc.)

- b. *Search Stage* : the requirement for students to enter this stages, is the pursuit of a college level education must have been concluded to be viable and desirable step. Search behavior characterized by extensive and active acquisition of information about possible college alternatives. The search phase involves active search, rather than relatively passive search related activity. Search also entail learning about the “right” attributes to be considered. During this stage, students are presumably interested in learning about a college’s costs and benefit (academic dimensions, future career prospects, opportunities, quality of life.)
- c. *Application Stage* : application stage started when student chooses a set of colleges to applied. At this point, pursuit of college level education is serious and the number of college alternatives have been narrowed down to few. Students apply to colleges they thought to be interested and to which they are likely to be admitted. During this stages, there is possibility that student will apply to a fairly low preference but perceived high probability of admission college, just to ensure at least one positive admission decision is forthcoming.
- d. *Choice Decision* : by definition, the choice set consists of all those colleges to which student is admitted. At this stage, student is presumed to possess relatively complete information on all relevant college attributes (including the availability of “financial aid”), however, some extended search about determinant attributes, attributes that really make a difference in college choice process. Choice Decision normally ends, when students decide which colleges they are going to attend, however, there are possibilities for them to change because of financial factor, not admitted in preferred colleges, etc.
- e. *Matriculation Decision* : Since the decision to admit the college should be made early before the college year started, there is a

possibility that student who has admit to enter the college, will not attend when the college started. Changed in family or personal circumstances, or even unexpected event may alter the original choice decision. This is known as “no show” problem. This problems create considerable problems for colleges, as it can easily cascade down from highly selective to successfully less selective institutions, as the college tap their wait-list pools to fill their respective classes.

Chapman’s college selection process has similarities with Wright’s decision making process (2006). Pre search stage have similarities with Need Recognition, search stage similar with information stage, application stage similar with evaluation of alternatives, while choice decision similar with action and purchase decision.

According to Tierney (1983) in *Student College Choice Sets : Toward an Empirical Characterization* , student’s decision-making problem postulates three stages as follow :

- a. *The decision to whether or not attend a college or university*
- b. *The decision to which institutions to apply.* There are several institutional attribute that affecting the student’s decision to choose the college, which are geographical factor, “wealth” of the institution, size of the institution, pricing variable, intended major availability. Religious affiliation also could affect student’s choice as well.
- c. *The decision to matriculate at one institution to which the student has been admitted. (assuming the student has been admitted to more than one college).*

Tierney (1983) through his research “*Student College Choice Sets : Toward an Empirical Characterization*”, tend to focus on what institutions can offer in order to attract student’s decision.

2.5. Factors Affecting University Choice Decision

There have been a lot of different studies about the factors that affecting student decision in choosing colleges, starting from factors that related with the

student itself as explained by Chapman (1986), So and Hyun (2010), Kallio (1995) and factors focusing on the institution itself as explained by Tierney (1983), Chapman (1986), Kallio (1995), So & Hyun (2010).

The factors most associated with a comprehensive college model for Indonesian Students are

- a. Cost (Chapman,1986; St. John & Starkey,1995 in So & Hyun;2010; Kallio,1995; Tierney,1983). Cost means the total amount of money needed to be spent. (Hornby,2005)
- b. Academic and reputation (Kallio,1995.Academic according to (Hornby,2005) means connected with education, especially studying in schools and universities. Reputation (Hornby,2005), means the opinion that people have about something is like, based on what happen in the past. From those definition, Academic and Reputation means opinion that people have, related with education, especially about schools and universities. Academic and Reputation include Institutional quality and reputation, including university size and “wealth” (Tierney,1983).
- c. Geographical Factors (Tierney,1983; Chapman,1986; Kallio,1995; Niu,Tienda;2008 in So & Hyun,2010). Geography (Hornby,2005) means the way in which a particular aspect of life or society is influenced by geography or varies according to geography. Factor (Hornby, 2005) means one of several things that cause or influence something. Geographical Factor means things that influence particular aspect of life or society .
- d. Other’s influences- including parental influence, and influence from other people such as high school teacher, counselor, etc. (Chapman,1986). Other (Hornby,2005) refer to people or things that are additional. Influence (Hornby,2005) means the effect that somebody has on the way a person thinks or behaves on the way that something works or develop. Other Influence means effect that somebody behave on the way that something works that affected by people that are additional

CHAPTER III

RESEARCH METHOD

3.1. Research Method

For conducting this research, the researcher would like to use *Quantitative Research* method as the research tool. According to Copper & Schindler (2006), *Quantitative* defined as the precise count of some behavior knowledge, opinion, or attitude. Malhotra (2010) *Quantitative* was a research methodology that seeks to quantify the data and, typically applies some form of statistical analysis.

The purpose of using quantitative research was to find out the most dominant factor that affecting the student's decision in choosing private Universities in Indonesia.

3.2. Research Time and Place

This research was conducted in Yos Sudarso Karawang Senior High School in Karawang, West Java, Indonesia. The research was conducted on December 14th and 20th 2011. During the period the researcher decided to interview and distributed the questionnaire to the Yos Sudarso Karawang Senior High School Students who were studying in 12th grade.

Table 3.1.
Research Time

No.	Activity	Month					
		August	September	October	November	December	January
1.	Thesis Proposal						
2.	Data Collection						
3.	Data Analysis						
4.	Thesis Writing						
5.	Defense						

3.3. Research instrument

3.3.1. Data Collection

In order to produce accurate and valid data, an appropriate data collection is needed. The sources of the data collected by the researcher can be collected from :

1. Primary Data

According to Burns & Bush (2003), primary data was information that was developed or gathered by the researcher specifically for the research project at hand.

The researcher gathered the primary data by using questionnaire that distributed to the students of Yos Sudarso Karawang Senior High School. Through this research, the researcher tend to focus on examining and explaining the results base on the questionnaire. According to Oxford Advanced Learner Dictionary by A.S. Hornby (2005), *Questionnaire* defined as a written list of questions that are answered by number of people, so that information can be collected from answers.

In collecting data, researcher did several methods which are :

1. Preliminary Research

Preliminary rerserch was conducted with the Head master of Yos Sudarso Karawang Senior High School, in order to asked about the company profile and the number of 12th grade student studying in Yos Sudarso Karawang Senior High School

2. Questionnaire

As the questionnaire distributed to the students, the respondents (12th grade student in Yos Sudarso Karawang Senior High School), were required to answer each questions by giving 1-5 scale –likert scale, to each answer. According to Mooi & Sarstedt (2011) Likert Scale was the type of scalling where all categories are named and respondents indicate the defree to which they agree. Scalling the answer was needed in order to limit the answer to avoid “too wide” answer.

1. = Strongly Disagree

2. = Disagree

- 3. = Neutral
- 4. = Agree
- 5. = Strongly Agree

In this research, researcher used several independent variables (X) which were Cost (X₁), Academic and Reputation (X₂), Geographical Factor (X₃), Other's Influence (X₄). While the dependent variable used was Student's College Choice Decision (Y)

Table 3.2. Table of Variables and Indicators

Variables	Indicators
Cost	<ul style="list-style-type: none"> 1. The availability of scholarships, and financial aid 2. The tuition fee 3. Living Cost during studying in University
Academic and Reputation	<ul style="list-style-type: none"> 1. Universities Reputation & Achievement 2. Campuss Facilities 3. Universities Status and Program 4. Alumni's quality
Geographical Factor	<ul style="list-style-type: none"> 1. Distance 2. Availability of Transportations (Access to the university place) 3. Locations
Other's influences	<ul style="list-style-type: none"> 1. Family influence 2. Friend's influence 3. Teacher's influence

3. SPSS (Statistical Products and Solution Services V. 16.0)

According to Agusyana & Islandscrip (2011), SPSS was a software that functioned to analyze and proceed the statistical data.

2. Secondary Data

According to Burns & Bush (2003), secondary data have previously been gathered by someone other than the researcher and/or for some other purpose than the research project at hand. Secondary data gathered can be collected from theories/journals/researches/literatures available in libraries, or the one published in internet.

3.4. Sampling Design

3.4.1. Population

According to Burns & Bush (2003), Population was the entire group under study as defined in research objective. Population used for this research was the 12th grade students of Yos Sudarso Karawang Senior High School. The number of population gathered was 99 students.

3.4.2. Sample

Burns & Bush (2003) stated that sample was a subject of the population and the sample unit pertains to the basic level of investigation.

Uma Sekaran (2006) in his book also explained that regression (also include in multiple regression), to determine the sampling size, it is better that the sample size is multiply by 10 or more, than the variable in the research. Since there were 4 variables used , so the amount of sample size must be at least 40 students.

According to the data provided by Yos Sudarso Senior High School, the number of population in Yos Sudarso Karawang were 99 students. The minimum sample for this research was derived by the *Slovin* formula below.

$$n = \frac{N}{1+(N.e^2)}$$

n : size of sample

N : size of populations

e : error tolerable toward inappropriate usage of sample to be represented.

e : 5%

$$n = \frac{99}{1+[99(0.05)^2]}$$

$$n = 79.358$$

n = 80 students.

This research used 80 students from 12th grade student of Yos Sudarso Karawang Senior High School, to have their responses about the determinant factors that affecting their decision in choosing a private universities in Indonesia (30 of them were used as validity testing).

3.5. Statistical Treatment

3.5.1. Validity Test

Everitt & Skrondal (2010) stated that validity check was a part of data editing in which a check was made that only allowable values or codes are given for the answers to questions asked of subjects. A negative height, for example would clearly not be an allowable value.

According to Burns & Bush (2003), validity was the accuracy of responses to a measure, also an experiment was valid if

1. The observed change in the dependent variable is, in fact, due to the independent variable
2. If the results of the experiment apply to the “real world” outside the experimental setting.

The formula of validity testing is:

$$\frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{n}(\sum x^2) - (\sum x)^2 \sqrt{n}(\sum y^2) - (\sum y)^2}$$

Where :

N : The number of paired observation

$\sum x$: The x variable summed

$\sum y$: The y variable summed

$\sum x^2$: The x variable squared and the squares summed

$(\sum x)^2$: The variable x summed and the sum square

$\sum y^2$: The y variable squared and the squares summed

$(\sum y)^2$: The y variable summed and the sum squared

$\sum xy$: The sum of the product of x and y

3.5.2. Reliability Test

Mooi & Sarstedt (2011) stated that reliability was the degree to which what we measure was free from random error and, therefore, relates to a situation where the random error was zero. In order to test the reliability, cronbach's alpha was used to test on the reliability.

$$\alpha = \frac{k \cdot r}{1 + (k - 1)r}$$

Where :

α : instrument reliability's coefficient

r : mean correlation coefficient between variables

3.5.3. Multiple Regression

According to Newbold, Carlson, and Thorne (2007), multiple regression enable us to determined the simultaneous effect of several independent variables (college choice factors) on a dependent variable (college choice decision) using the least squares principles. Also, multiple regression can be used to provide estimates of the effect of each variable in combination with other variables.

The multiple regression was the expansion from a simple regression , where several independent variables jointly influence a dependent variable, as follow :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where :

Y = dimension score of Private Universities in Indonesia Choice Decision

a = the intercept

$b_1 \dots b_5$ = Regression Coefficient

X_1 = Dimension scores of Cost

X_2 = Dimension scores of Academic and Reputation

X_3 = Dimension scores of Geographical Factor

X_4 = Dimension scores of Other's influence

Lawrence, Glenn, & Guarino (2005) states that there were 3 assumption test for regression models:

1. Normality Test

According to Everitt & Skrondal (2010), Normality was a term used to indicate that some variable of interest has a normal distribution.

2. Multicollinearity Test

According to Everitt & Skrondal (2010), Multicollinearity was a term used in regression analysis to indicate situations where the explanatory variables are related by a linear function, making the estimation of regression coefficient impossible. Including the sum of the explanatory variables in the regression analysis would, for example, lead to this problem. Approximate multicollinearity can also cause problems when estimating regression coefficients. In particular if the multiple correlation for the regression of a particular explanatory variable on the others is high, then the variance of the corresponding estimated regression coefficient will also be high.

3. Heteroscedasticity Test

According to Everitt & Skron dal (2010), a random variable was heteroscedastic if its variance depends on the values of another variable. The opposite case was called homoscedastic.

3.6. Testing of Hypothesis

3.6.1. F-Test

F test was used to see whether the variables that was independent (x), able to influence the dependent variable (y), The test will create hypotheses that were shown below :

$$H_0 : \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$$

$$H_i : \text{at least one of } \beta_i \text{ is not zero, where } i = 1, 2, 3, 4$$

The level of significant used was $\alpha=0.05$. Similar with F-test, t-test was used to see whether the independent variable able to influence the dependent variable, however the different was F-test see the correlation between the whole independent variables toward the dependent variables.

3.6.2. t-Test

t-test see the correlation between each independent variable toward the dependent variable. By using t-test, the researcher able to find out which variable (factors) have more influence in affecting student's decision in choosing the private universities in Indonesia.

3.7. Data Result of Validity and Reliability Testing

3.7.1. Validity Testing

In testing the validity, the researcher calculate the validity using SPSS 16.0, also, as the guidance, the researcher uses Pearson's correlation coefficient to construct the validity. The data processed from SPSS (r computation) toward the r

table (Pearson's product moment correlation coefficient). The variable can be considered as valid , if the r computation for each question is bigger than the r table.

There are 25 question, with 30 respondents and the significant of level is 5% , so the main variables or $r=0.349$. It means if the r computation is bigger than 0.349, the variable is valid. Below than 0.349, the variables aren't valid.

Table 3.3
Critical Values of the Pearson's Product Moment
Coefficient Correlation

Number of Pair	Significant Level of 5%
25	0.381
26	0.374
27	0.367
28	0.361
29	0.355
30	0.349
35	0.325

Table 3.4.
Testing for Validity Question/Variable

Question Number	r computation	r table (0.349)	Remarks
1	0.832	0.349	Valid
2	0.569	0.349	Valid
3	0.398	0.349	Valid
4	0.560	0.349	Valid
5	0.377	0.349	Valid
6	0.661	0.349	Valid
7	0.263	0.349	Invalid
8	0.744	0.349	Valid
9	0.620	0.349	Valid
10	0.378	0.349	Valid
11	0.500	0.349	Valid
12	0.746	0.349	Valid
13	0.599	0.349	Valid
14	0.710	0.349	Valid
15	0.398	0.349	Valid
16	0.377	0.349	Valid
17	0.744	0.349	Valid
18	0.500	0.349	Valid
19	0.710	0.349	Valid
20	0.832	0.349	Valid
21	0.263	0.349	Invalid
22	0.832	0.349	Valid
23	0.620	0.349	Valid
24	0.661	0.349	Valid
25	0.746	0.349	Valid

Source : SPSS 16 and Primary Data

From the table above, there are 23 questions considered as valid questions. To solve the invalid data, the researcher was given 2 choices, to revised the questions or eliminate the invalid questions, and the researcher decide to eliminate the invalid questions for this research.

3.7.2. Reliability Test

To calculate the reliability, the researcher need to use Cronbach's Alpha is needed for each variable. Cronbach's Alpha will be within range 0-1. According to Ghozali (2001), the instrument has a high reliability if the value of the coefficient > 0.60 .

Table 3.5.
Reliability Test of
"Yos Sudarso Karawang Senior High School"

Variable	Cronbach's Alpha	Remark
Cost	0.720	Reliable
Academic & Reputation	0.759	Reliable
Geographical Factor	0.643	Reliable
Other's Influence	0.697	Reliable
Decision to Choose Private Universities in Indonesia	0.823	Reliable

Source : SPSS 16.0 and Primary Data

3.8. Limitation

While doing this research, there were some limitations that occur, such as :

1. Most of the literature used were based on the journal and researches that conducted overseas. Different culture seems to be the problem here, not all of the factors could be applied in Indonesia, so the researcher need to

analyse and choose which factors accepted and fit with Indonesian characteristics.

2. The lack of theory about the research seems to be the obstacle, most of the research was gathered from e-books, and some of the e-books were protected and pre paid.
3. The problems occur while gathering the data, such as, the difficulties to get a permission, the number of students that were too small, the student's lack of enthusiasm in fulfilling the questionnaire.

CHAPTER 1V

ANALYSIS OF DATA

4.1. Correspondent Profile

The population of students studying in 12th grade of Yos Sudarso Karawang after sampled were 80, in which 30 were used for validity testing, it leave behind 50 respondents used for this research. From these 50 respondents (students), the researcher classified the respondents based on several criteria, which are :

1. Based on Gender :From 50 students filled the questionnaire, 30 students (60%) were female, where 20 students (40%) were male
2. Based on Ages : From 50 students filled the questionnaire ,1 students were 19 years old (2%), 11 students were 18 years old (22%), and 38 students were 17 years old (76%)
3. Based on Major taken in school : From 50 students filled 25 students from the social class (50%) and 25 students from science class (50%)

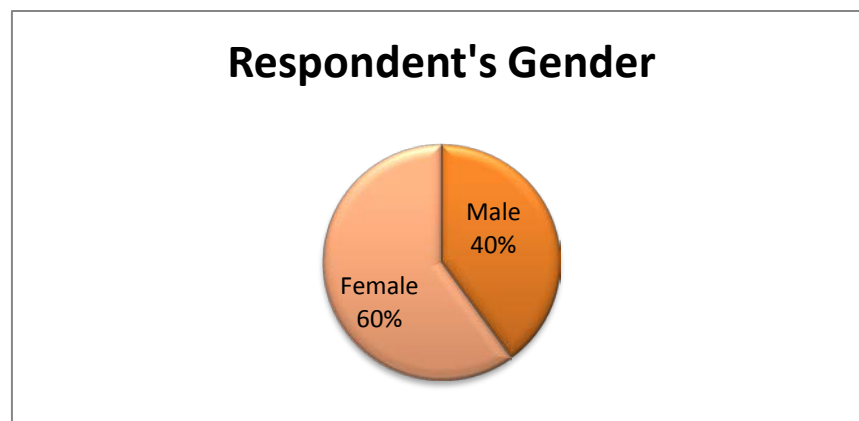


Figure 4.1.

Respondent's Gender

Source : Primary Data

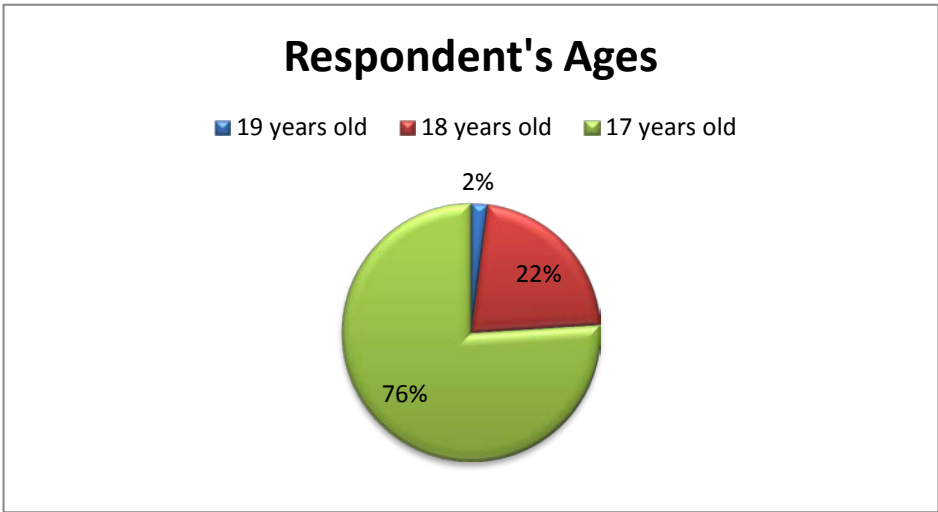


Figure 4.2.
Respondent's Ages

Source : Primary Data

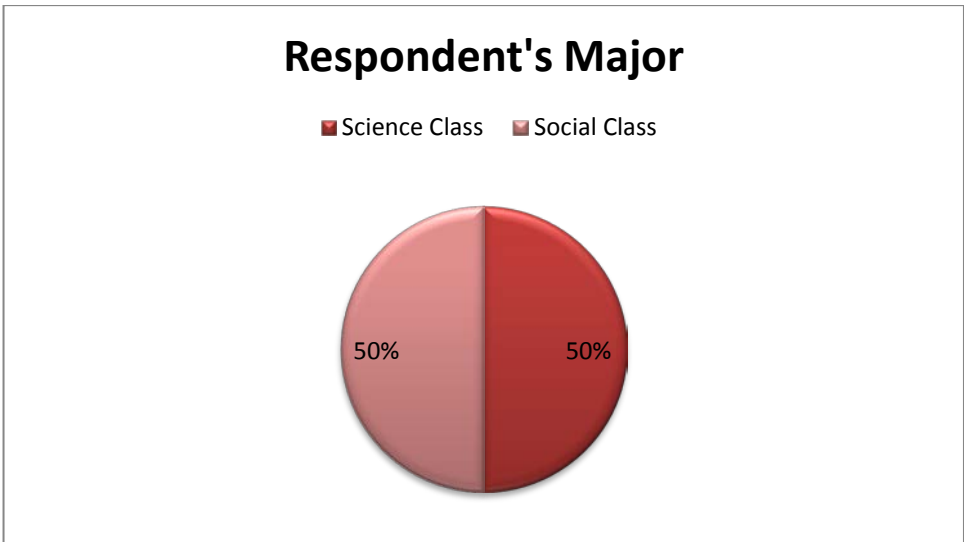


Figure 4.3.
Respondent's Major

Source : Primary Data

4.2. Model Evaluation

4.2.1. Normal Probability Plot

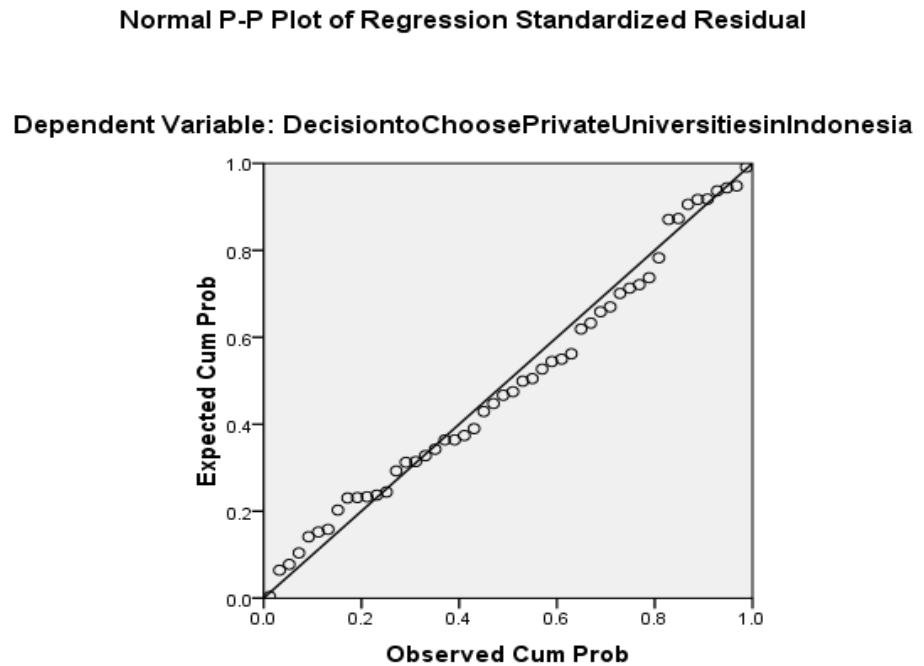


Figure 4.4.

P-Plot of Regression Figure

Source : SPSS 16.0 and Primary Data

The figure 4.4. show that the data is normally distributed, it is shown from the dot was plot along an approximately straight line drawn through the middle half of the points. The researcher conclude that the data collected has a linear relationship model and the the standardized deviation has already followed the normal standardized distribution.

4.2.2. Heteroscedasticity

In order to find out heteroscedasticity, it can be seen from the scatter plot and the table. According to Ghozali (2001), if on a scatterplot graph there is a

certain pattern, like the dots form a regular pattern (wavy, widened, then narrowed), indicating the formation of heteroscedasticity. From the scatter plot graph on figure 4.4, there are no wavy, widened and narrowed pattern, so no heteroscedasticity happen, and the data was normally distributed.

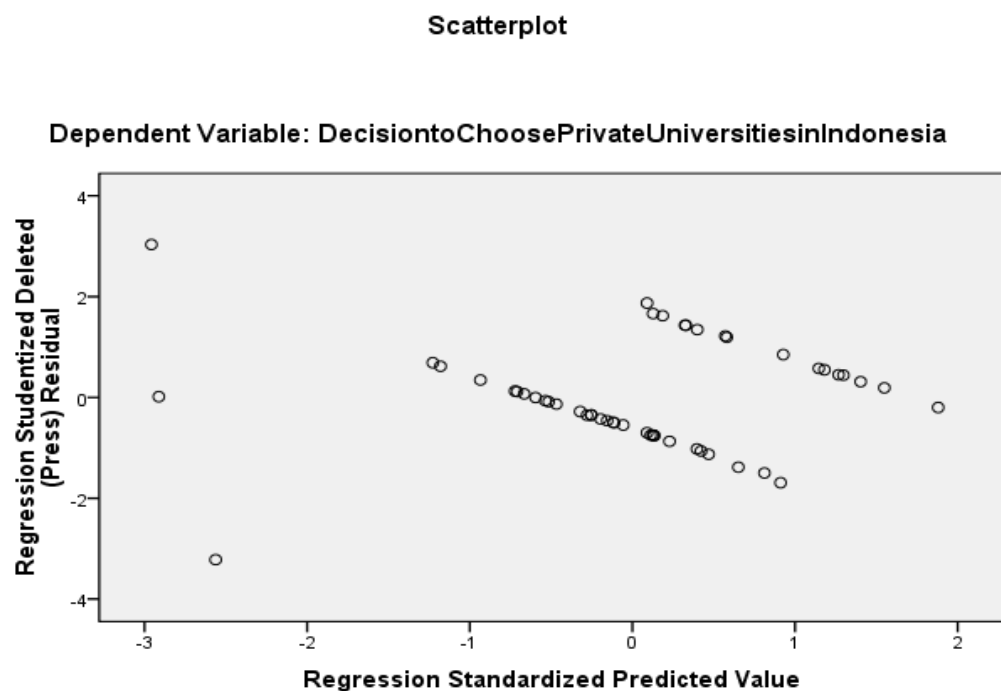


Figure 4.5.

Heteroscedasticity Figure

Source : SPSS 16.0 and Primary Data

4.2.3. Multicollinearity

According to Everitt & Skrondal (2010) , Tolerance described as a term used in stepwise regression for proportion of sum-f squares about the mean of an explanatory variable not accounted for by other variables already included in regression equation. Small values in possible multicollinearity problem. The closer the tolerance to 1, it means there is little Multicollinearity happen, vice versa, the closer the values to 0, it explained the existence of multicollinearity. From the data

processed by SPSS, if the value of VIF >5 , it can be concluded that there are multicollinearity there.

Table 4.1.
Multicollinearity Table

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
Cost	.712	1.404
Academic and Reputation	.636	1.571
Geographical Factor	.822	1.271
Other's Influence	.855	1.170

Ssource : SPSS16.0 and Primary Data

From the data processed by SPSS 16.0, the tolerance of Cost is 0.712, Academic Reputation is 0.636, Geographical Factor is 0.822, and Other Influence is 0.855, and the VIF of Cost is 1.404, Academic Reputation is 1.571, Geographical Factor is 1.217, and Other Influence is 1.170, all of VIF value show no multicollinearity happened, all of the tolerance are closer to 1, and the VIF values are <5 .

4.3. Hypothesis Testing

Table 4.2.

The Significant of Universities Choice Factors towards Student's Decision

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.140	.534		.262	.794
Cost	0.012	0.124	0.012	.098	.922
Academic and Reputation	.685	.138	.640	4.968	.000
Geographical Factor	.148	.140	.119	1.051	.299
Other's Influence	.051	.101	.056	.504	.617

a. Dependent variable : Student's decision in choosing private universities

Source : SPSS 16.0 and Primary Data

This research analyse the factors that affecting Yos Sudarso Karawang 12th grade student's decision in choosing Private Universities in Indonesia. From all of the factors stated, the researcher determine to find out if the factors are affecting and which factors affecting more / have significant effect, towards, student's decision. The model analysis (table 4.2.) has been made in order to explain the significance the influence of each independent variables towards the dependent variable.

Multiple regressions done in order to find and understand the relationship, multiple regression equation used for this research has been explained before in chapter 3.

Based on the table above, the results of the regression equation will be :

$$Y = 0.14 + 0.012X_1 + 0.685X_2 + 0.148X_3 + 0.05X_4 + e$$

Hypothesis testing was made in order to prove the hypothesis that has been made before, which were the impact of cost, academic and reputation, geographical factor, and other's influence in influencing 12th grade student's decision to choose private universities in Indonesia (independent variable) towards 12th grade students of Yos Sudarso Senior High School, as the dependent variable.

4.3.1. F-Test

Analysing from the table 4.3, obtained F value is 12.433, with sig. 0.000, which is lower than $\alpha = 0.05$, it can be concluded that overall independent variable (cost, academic reputation, geographical factors, other's influence) have significant influence in affecting Yos Sudarso 12th grade students decision in choosing Private Universities in Indonesia.

Table 4.3.

All Independent Variables towards Yos Sudarso 12th Grade Students Decision in Choosing Private Universities in Indonesia

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.250	4	2.312	12.433	.000 ^a
Residual	8.370	45	.186		
Total	17.620	49			

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.250	4	2.312	12.433	.000 ^a
	Residual	8.370	45	.186		
	Total	17.620	49			

a. Predictors: (Constant), OtherInfluence, GeographicalFactor, Cost, AcademicReputation

b. Dependent Variable: DecisiontoChoosePrivateUniversitiesinIndonesia

Source : SPSS 16.0 and Primary Data

Table 4.4.

Coefficient of Correlation R and Determinant (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.525	.483	.43128

- Predictors: (Constant), Sponsorship, SalesPromtion, Advertising
- Dependent Variable: CustPurchDecision

Source: Statistical Products and Solution Services and Primary Data

Source : SPSS 16.0 and Primary Data

Having seen from the table 4.4, it can be seen that the coefficient of correlation (R) of the regression model is 0.725, since it's closer to 1 than 0, it shows a relationship between all independent variables (cost, academic reputation, geographical factor, and other's influence) to student's decision in choosing private universities in Indonesia.

From the adjusted R square, it valued 0.483 it means that the dependent variable is affected by the independent variables by 48.3%. About 51.7% other is affected by other variables.

The researcher can conclude that all the independent variables have relationship with the dependent variable, and overall, the independent variables take a big part in affecting Yos Sudarso Karawang 12th grade student's decision in choosing Private Universities in Indonesia

4.3.2. t-Test

The researcher performed the t-test to determine the significant level of each factors. The significant level of each factors will be shown below.

4.3.2.1. Cost (x1) towards Yos Sudarso Karawang 12thGrade Student Decision in choosing Private Universities in Indonesia

According to the table 4.5. it can be seen that Costs (x1) didn't significantly affect the decision of 12th grade students of Yos Sudarso Karawang Senior High School in choosing Private Universities in Indonesia. This can be seen from the t result which is 0.098, and the significant t = 0.922, which is a lot higher than the $\alpha=0.05$. From the table above, it can be seen that the cost effect correlated positively with the Yos Sudarso Karawang 12th grade students Sudarso's decision to choose Private Universities in Indonesia, which B=0.12, it means that if the cost increase (in the cost case, it means the lower the cost, the better it is) by 1, the student's decision will be affected and increased by 0.012.

Table 4.5.
Cost towards Yos Sudarso 12th grade students decision to choose
Private Universities in Indonesia.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Cost	.012	.124	.012	.098	.922

b. Dependent variable : Student’s decision in choosing private universities

Source : SPSS 16.0 and Primary Data

Partial Regression Plot

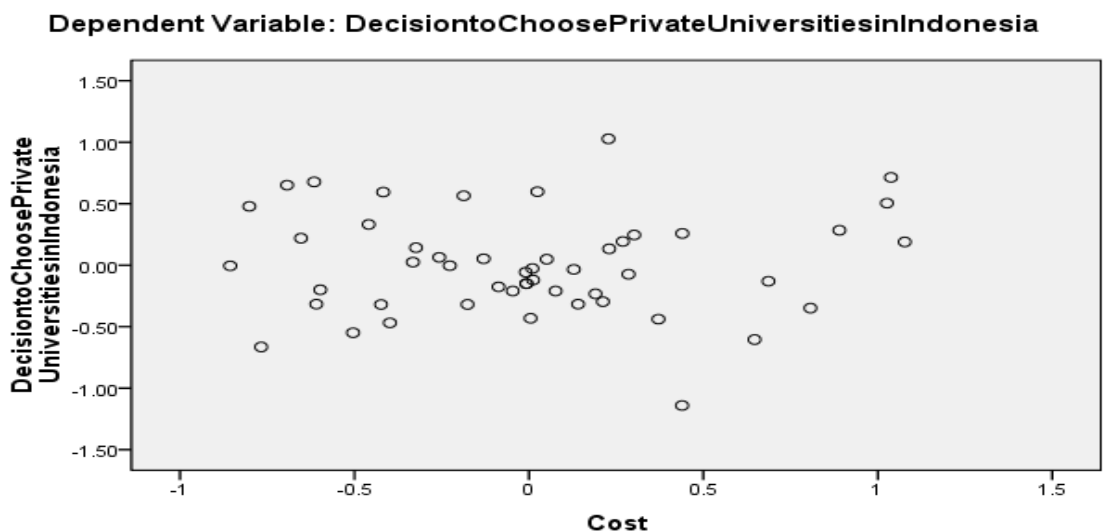


Figure 4.6.

Cost Towards Student’s Decision
In Choosing Private Universities in Indonesia

Source : SPSS 16.0 and Primary Data

From the table 4.5. and the figure 4.6.. , it is shown that Cost didn’t significantly affecting the decision of Yos Sudarso Karawang 12th grade student’s in choosing Private Universities that is still located in Indonesia. Student still consider the cost for higher education, however, if they feel worth it, they have the capability to pay for it. It has similarity with So and Hyun (2010) research, that

they stated in-state students didn't put a big consideration in cost for university that located around them, in this cases, since Yos Sudarso Karawang High School placed in Karawang, Indonesia, they didn't put cost as consideration for private university that located in Indonesia.

4.3.2.2. Academic Reputation (x2) towards Yos Sudarso Karawang 12th Grade Student Decision in choosing Private Universities in Indonesia

Table 4.6.

Academic Reputation towards Yos Sudarso 12th grade students decision in choosing Private Universities in Indonesia.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Academic Reputation	.685	.1138	.140	4.968	.000

a. Dependent variable : Student's decision in choosing private universities

Source : SPSS 16.0 and Primary Data

From the table 4.6., it shows that Academic Reputation has a significant effect in affecting Yos Sudarso Karawang 12th grade students in choosing Private Universities in Indonesia. It is shown from the t-value result which is 4.896 and the significant of t = 0.000. through this study, researcher able to explained that academic reputation has positive correlation with Yos Sudarso 12th grade students decision in choosing private universities in Indonesia, it is explained by B = 0.685, means that if Academic Reputation increased, for each point it increased, student's decision will be affected by 0. 685 units. The cumulative plot for academic reputation can be seen in the view of the partial regression with

following result :

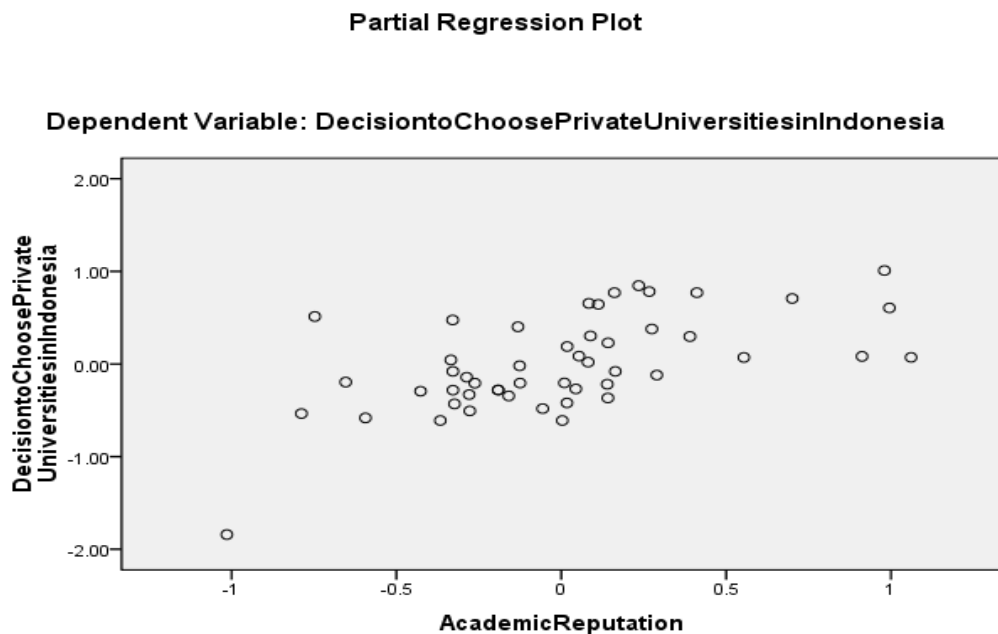


Figure 4.7.

Academic Reputation Towards Student's Decision
In Choosing Private Universities in Indonesia

Source : SPSS 16.0 and Primary Data

Based on the figure 4.7., the data is normally distributed. Most of the respondent think that academic reputation is the most important element in choosing colleges. A private university with a lot of achievement, a good accreditation, and with a big name will be able to attract more Yos Sudarso Karawang 12th grade students to choose the private university in Indonesia. This result similar with what Chapman, who stated students are looking for relevant benefits, such as college's academic, future career prospects, and opportunities, also with Kallio's (1995) who stated that students (graduated and undergraduated) influence by several factors, which one of them is academic reputation of institution.

4.3.2.3. Geographical Factor (x3) towards Yos Sudarso Karawang 12th Grade Student Decision in choosing Private Universities in Indonesia

Table 4.7.

Geographical Factor towards Yos Sudarso 12th grade students decision in choosing Private Universities in Indonesia

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Geographical Factor	.148	.140	.119	1.051	.299

Source : SPSS 16.0 and Primary Data

From table 4.7., it can be seen that geographical factor doesn't significantly affecting the Yos Sudarso Karawang 12th grade Student's decision in choosing private universities in Indonesia, however, it has a positive correlation to the student's decision. It can be seen from the t-value 1.051, and the significant t 0.299 (higher than the $\alpha=0.05$, so it's not significantly affecting). The table above also explained that geographical factor has a positive correlation with Yos Sudarso Karawang 12th grade Student's decision, which seen from B=0.148, means that if geographical factor increased by 1 (they have lot of channel, near their house,etc.), the student's preference to join that private university will be increased by 0.148.

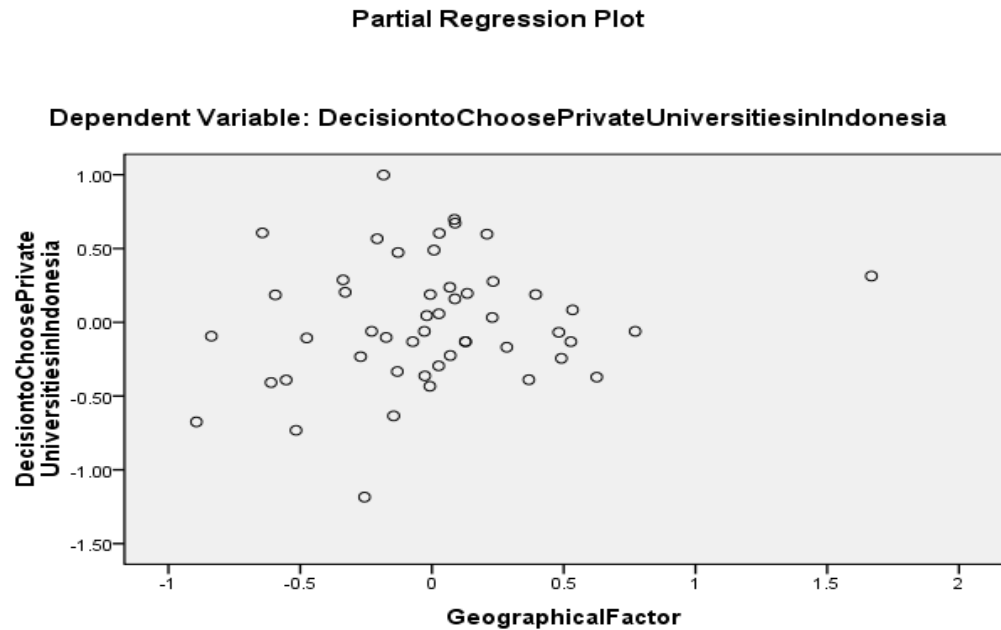


Figure 4.8.
Geographical Factor Towards Student's Decision
In Choosing Private Universities in Indonesia

Source : SPSS 16.0 and Primary Data

Based on the figure 4.8., the data are normally distributed. Most of the respondent, didn't think geographical factor as the main variable that affecting their attractiveness to one private university, however, they still consider it as the value added, for example, it will be good, if the preferable university, near their house, has a lot of transportation channell, etc. It has similarity with Kallio's (1995) bivariate analysis that stated students under 30 are more geographically mobile, so, it fit well if Yos Sudarso's 12th grade student's don't put geographically factor as the main consideration also with Astin et al. (1978) in Tierney's research which explain that Geographical is relatively barren concerning the role geographical proximity plays in the formulation of student choice sets.

4.3.2.4. Other's Influence (x4) towards Yos Sudarso Karawang 12th Grade Student Decision in choosing Private Universities in Indonesia

Table 4.8.

Other's Influence towards Yos Sudarso 12th grade students decision in choosing Private Universities in Indonesia

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Other's Influence	.051	.101	.056	.504	.617

Source : SPSS 16.0 and Primary Data

From the table 4.8., it can be seen that Other's Influence doesn't significantly affecting Yos Sudarso Karawang 12th grade Student's decision in choosing Private Universities in Indonesia. It is shown clearly by the t-value result which is 0.504, and significant t = 0.617, in which is far from the $\alpha=0.05$, so it's not significantly affecting. From this study, also can be seen that other's influence has positive correlation with student's decision in choosing colleges, from the B = .051, means if the other's influence increase by 1(the person's they believe most give suggestion or influencing them, the more they believe), it will increase their preferences by 0.051.

Partial Regression Plot

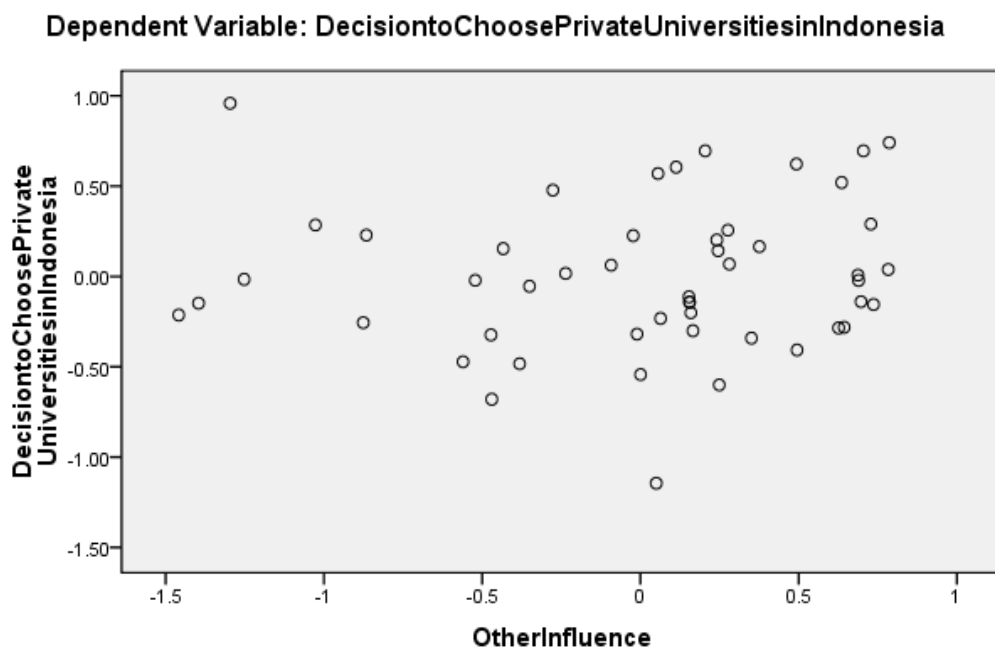


Figure 4.9.

Other's Influence Towards Student's Decision
In Choosing Private Universities in Indonesia

Source : SPSS 16.0 and Primary Data

Based on the figure 4.9. the data is normally distributed, Most of the respondent didn't really affected by other's influence but still, they will take suggestion from someone they believe most as consideration in choosing a private universities in Indonesia. This result are different with Chapman's, who stated that knowledgeable "others" are presumably consulted with great frequency and in depth.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

From the analysis in chapter four, it can be concluded that :

1. The result of F test in the chapter four, overall variables (cost, academic, reputatiom, geographical factors, and other's influence) have relations in influencing Yos Sudarso Karawang 12th grade student's decision in choosing a private universities in Indonesia.
2. From the t-test section, partially only academic and reputation variable shows positive correlation and influencing Yos Sudarso 12th grade student's in choosing a private universities in Indonesia.

5.2. Recommendation

The researcher has made several recommendation for private universities in Indonesia who want to open an enrollment/exhibition for Yos Sudarso Karawang Senior High School Students or any school with similar characteristic with Yos Sudarso Karawang Senior High School which are :

1. First recommendation, the private university that want to attract the student's attention should focuses in showing their academic achievement and the reputation of campus, before explaining about the cost,location, etc., since the main consideration for the students is academic reputation
2. Second, though the academic and reputation acts as the main consideration that attracting the students, the private universities should think well about the cost, geographical factor, and other's influence because in overall they influence students' decision to choose a private university

Beside recommendations for private university, the researcher also propose some recommendation for another researcher who are willing to make future researches that similar with this research :

1. For this research, the researcher only use four variables that the researcher think as the main factor affecting student's decision nowadays. However, from adjusted r^2 that explained these variable only cover 48.3% from the variables that affecting the independent variable, there should be other factors that need to be dug further
2. The researcher conducting this research in Yos Sudarso Karawang Senior High School whose 12th grade students are 99 students (population), for future research, the researcher recommend to use a bigger population , to increase the validity of the data.

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APPENDIX A

QUESTIONNAIRE

The Analysis of Dominant Factors to Choose Private Universities in Indonesia, “ A Case Study of Yos Sudarso Karawang Senior High School”

Pertanyaan berikut adalah untuk keperluan data statistik responden. Jawaban dari para responden akan dijamin kerahasiaannya. **Mohon dijawab pertanyaan berikut dengan jujur, jelas, dan mohon semuanya diisi.**

Jenis kelamin :

Umur :

Kelas :

1. Menurut anda, faktor apakah yang paling mempengaruhi keputusan anda bila anda akan masuk sebuah universitas swasta di Indonesia ?

.....
.....
.....
.....

2. Pada bagian ini, disediakan pilihan dengan kode 5,4,3,2,1, dan anda diperbolehkan untuk memilih 1 jawaban dengan cara mencentang atau menyilang kolom yang tersedia. Berikut adalah makna dari kode yang dimaksud.

1. = sangat tidak setuju

2. = tidak setuju

3. = netral

4. = setuju

5. = sangat setuju

	Cost	1	2	3	4	5
1.	Mahal Murahnya biaya kuliah saat ini sangat mempengaruhi keputusan anda dalam memilih universitas swasta					
2.	Anda mempertimbangkan biaya hidup (makan, tempat tinggal, keperluan lain-lain) selama kuliah dalam memilih universitas swasta					
3.	Anda memilih universitas yang memberi beasiswa (meskipun itu bukan universitas prioritas anda)					
4.	Kemungkinan mendapatkan beasiswa yang ditawarkan perusahaan melalui bantuan universitas turut mempengaruhi keputusan anda dalam memilih universitas swasta					

	Academic and Reputation	1	2	3	4	5
1.	Prestasi alumni sangat mempengaruhi keputusan anda dalam memilih universitas swasta					
2.	Minimnya "perpeloncoan" di suatu universitas swasta sangat mempengaruhi keputusan anda dalam memilih universitas swasta					
3.	Anda memilih universitas swasta yang memiliki nama besar					
4.	Anda memilih universitas swasta yang berdasarkan akreditasi					
5.	Anda memilih universitas swasta yang mempekerjakan dosen/pengajar bergelar minimum S2					
6.	Ketersediaan jurusan yang anda mau sangat mempengaruhi keputusan anda dalam memilih universitas swasta					
7.	Ketersediaan fasilitas (ruang kelas, laboratorium, kantin, dll.) sangat mempengaruhi keputusan anda dalam memilih universitas swasta					
8.	Anda memilih universitas yang memiliki program lulus tepat waktu					
9.	Anda memilih universitas yang memiliki mahasiswa asing					

Geografical Factor		1	2	3	4	5
1.	Ketersediaan sarana transportasi dari tempat tinggal ke universitas sangat mempengaruhi keputusan anda memilih universitas swasta					
2.	Anda lebih memilih universitas yang dekat dengan rumah anda					
3.	Anda memilih universitas yang dekat dengan tempat hiburan (mall, coffee shop, warnet).					
4.	Anda memilih universitas swasta yang jauh dari keramaian					
5.	Anda memilih universitas yang dekat dengan berbagai sarana kemasyarakatan (fitness centre, klinik, spa)					

Other's Influence		1	2	3	4	5
1.	Masukan dari keluarga, terutama orang tua, sangat mempengaruhi keputusan anda dalam memilih universitas swasta					
2.	Pengaruh teman sangat mempengaruhi keputusan anda dalam memilih universitas swasta					
3.	Rekomendasi dari guru sangat mempengaruhi keputusan anda dalam memilih universitas swasta					

3. Persepsi anda secara menyeluruh tentang faktor-faktor yang mempengaruhi keputusan anda bila ingin memilih universitas swasta di Indonesia.

		1	2	3	4	5
1.	Faktor biaya kuliah sangat mempengaruhi keputusan anda memilih universitas swasta					
2.	Kenyamanan lokasi, jarak dan transportasi sangat mempengaruhi keputusan anda memilih universitas swasta					
3.	Reputasi universitas dan beragam fasilitas dan program belajarnya mempengaruhi keputusan anda dalam memilih universitas swasta					
4.	Masukan dari orang lain sangat mempengaruhi keputusan anda dalam memilih univ swasta					

Terima Kasih, GB

APPENDIX B

RAW DATA

Q1	Q2	Q3	Q4	Q5	Q6	Q8	Q9
5	5	2	5	5	5	5	5
4	4	1	4	5	4	4	4
4	4	2	3	5	3	5	4
4	3	2	3	4	3	4	4
5	5	4	5	3	5	4	3
5	4	4	3	3	3	4	3
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4	3	5	4	3	2	4	4
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4	5	3	5	4	3	5	4
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Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17
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4	5	5	4	4	3	5	2
1	4	1	4	2	2	4	2

Q18	Q19	Q20	Q22	Q23	Q24	Q25
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4	2	3	5	4	4	3
1	2	4	1	2	1	2

3	4	3	5	4	4	5
5	4	4	4	5	5	4
2	1	2	4	3	3	2

APPENDIX C

VALIDITY AND RELIABILITY

1. Validity Test

N = Number of Pair	Significance of Level	
	5%	10%
15	0.482	0.412
16	0.468	0.400
17	0.456	0.389
18	0.444	0.378
19	0.433	0.369
20	0.423	0.360
25	0.381	0.323
30	0.349	0.296
35	0.325	0.275
40	0.304	0.257
45	0.288	0.243

Critical Value for Pearson's r

Q Number	R Computation	R Table	Remarks
1	0,832	0,349	Valid

2	0,569	0,349	Valid
3	0,398	0,349	Valid
4	0,560	0,349	Valid
5	0,377	0,349	Valid
6	0,661	0,349	Valid
7	0,263	0,349	Invalid
8	0,744	0,349	Valid
9	0,620	0,349	Valid
10	0,378	0,349	Valid
11	0,500	0,349	Valid
12	0,746	0,349	Valid
13	0,599	0,349	Valid
14	0,710	0,349	Valid
15	0,398	0,349	Valid
16	0,377	0,349	Valid
17	0,744	0,349	Valid
18	0,500	0,349	Valid
19	0,710	0,349	Valid
20	0,832	0,349	Valid
21	0,263	0,349	Invalid
22	0,832	0,349	Valid
23	0,620	0,349	Valid
24	0,661	0,349	Valid
25	0,746	0,349	Valid

Validity Test Result

Source : SPSS 16.0

2. Reliability Test

Variable	Cronbach's Alpha	Remark
Cost	0.720	Reliable
Academic & Reputation	0.759	Reliable
Geographical Factor	0.643	Reliable
Other's Influence	0.697	Reliable
Decision to Choose Private Universities in Indonesia	0.823	Reliable

Reliability Test Result

Source : SPSS 16.0

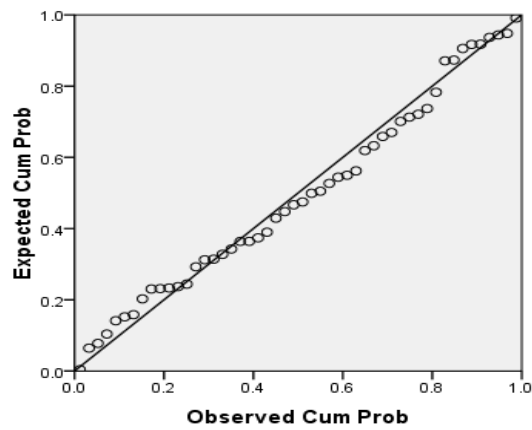
APPENDIX D

MULTIPLE REGRESSION

1. Validity Test

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: DecisiontoChoosePrivateUniversitiesinIndonesia



2. Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
	1										
	(Constant)	.140	.534		.262						
	Cost	.012	.124	.012	.098	.922	.386	.015	.010	.712	1.404
	AcademicReputation	.685	.138	.640	4.968	.000	.714	.595	.510	.636	1.571
	GeographicalFactor	.148	.140	.119	1.051	.299	.396	.155	.108	.822	1.217

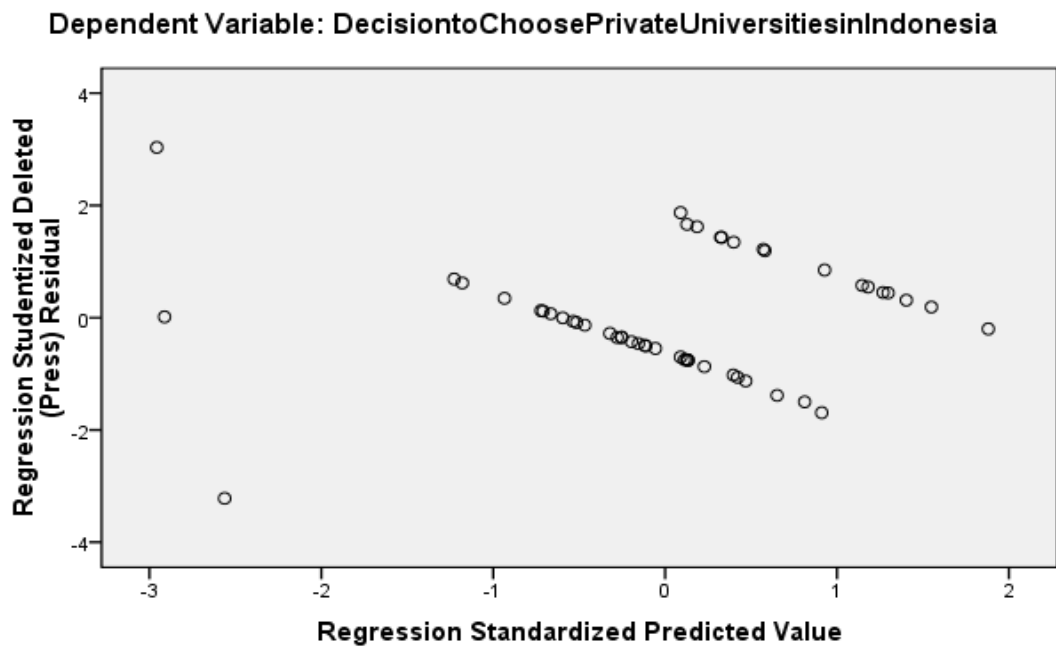
OtherInfluence	.051	.101	.056	.504	.617	.292	.075	.052	.855	1.170
----------------	------	------	------	------	------	------	------	------	------	-------

a. Dependent Variable:

DecisiontoChoosePrivateUniversitiesinIndonesia

3. Heteroscedasticity

Scatterplot



4. Descriptive Analysis

Descriptive Statistics

	Mean	Std. Deviation	N
DecisiontoChoosePrivateUniversitiesin Indonesia	3.2600	.59966	50

Cost	3.56	.586	50
AcademicReputation	3.56	.560	50
GeographicalFactor	3.14	.484	50
OtherInfluence	3.41	.660	50

Variables Entered/Removed^p

Model	Variables Entered	Variables Removed	Method
1	OtherInfluence, GeographicalFactor, Cost, AcademicReputation ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable:
DecisiontoChoosePrivateUniversitiesinIndonesia

5. Model Summary

Model Summary^p

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.725 ^a	.525	.483	.43128	1.762

a. Predictors: (Constant), OtherInfluence, GeographicalFactor, Cost, AcademicReputation

b. Dependent Variable: DecisiontoChoosePrivateUniversitiesinIndonesia

6. ANOVA

ANOVA^p

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.250	4	2.312	12.433	.000 ^a

Residual	8.370	45	.186	
Total	17.620	49		

a. Predictors: (Constant), OtherInfluence, GeographicalFactor, Cost, AcademicReputation

b. Dependent Variable: DecisiontoChoosePrivateUniversitiesinIndonesia

7. Collinearity

Collinearity Diagnostics^a

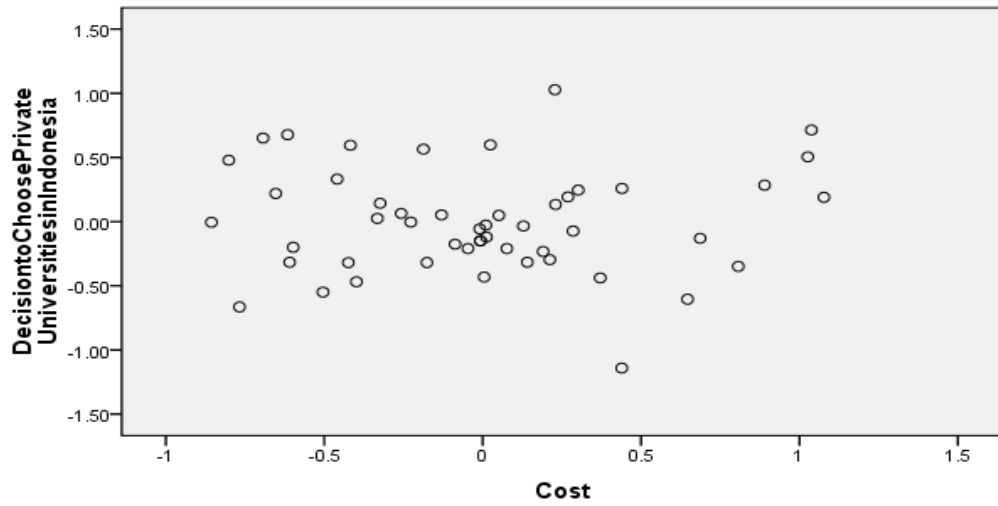
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Cost	AcademicReputation	GeographicalFactor	OtherInfluence
1	1	4.935	1.000	.00	.00	.00	.00	.00
	2	.027	13.644	.01	.00	.02	.16	.83
	3	.017	16.877	.02	.59	.04	.34	.09
	4	.012	20.525	.20	.22	.87	.01	.00
	5	.010	22.525	.77	.18	.07	.49	.08

a. Dependent Variable: DecisiontoChoosePrivateUniversitiesinIndonesia

8. Partial Regretion X1 to Y

Partial Regression Plot

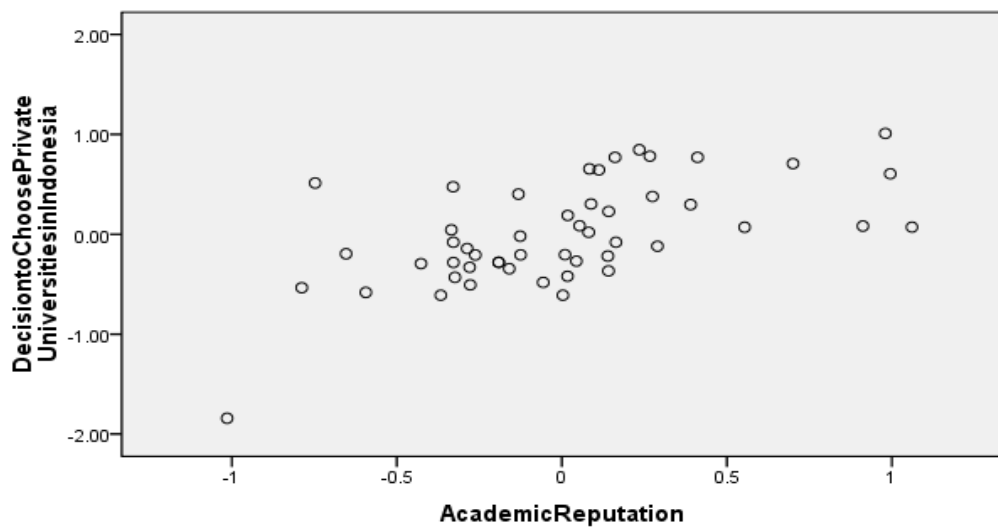
Dependent Variable: DecisiontoChoosePrivateUniversitiesinIndonesia



9. Partial Regretion X2 to Y

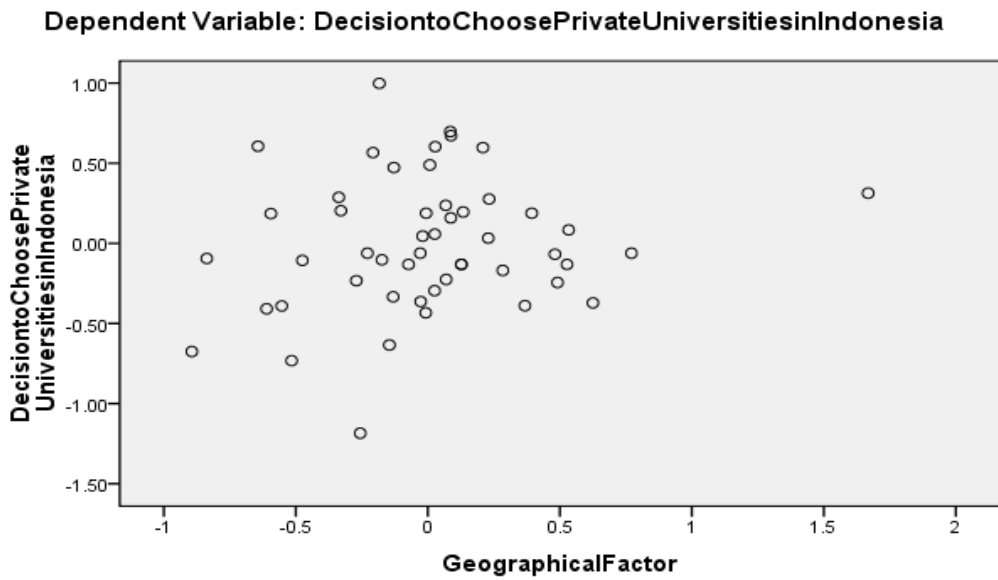
Partial Regression Plot

Dependent Variable: DecisiontoChoosePrivateUniversitiesinIndonesia



10. Partial Regretion X3 to Y

Partial Regression Plot



11. Partial Regretion X4 to Y

Partial Regression Plot

