



**THE DETERMINANT FACTORS OF STUDENTS'
DECISION TO STAY IN THE STUDENT HOUSING
UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain
Sarjana Administrasi bisnis**

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PLAGIARISM RESULT

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ABSTRACT

Most university students graduate from middle school and take their first steps in independent life, and their living space plays a big role in their personality and worldview development. Universities consider various motives and obstacles that affect the current students where they will live, and in consideration of the factors that affect these decisions and promoting student residential options that can promote personal growth and academic success. The purpose of this study is to determine the factors that influence student's decision to stay at the student housing provided by the campus. Four independent variables used in this study are attitude, subject norm, perceived behavioral control and perceived risk. Dependent variable is the actual behavior while mediating variable will be represented by intention to live at student housing. This research was designed based on TPB theory and conducted as quantitative research. This research used 130 respondents' data through online and offline survey and was analyzed by using Structural Equation Modeling (SEM). The result shows, attitude, perceived behavioral control and perceived risk influence student's intention to stay at student housing and behavioral intention significantly positive impact to the actual behavior, however attitude, perceived behavioral control and perceived risk do not impact directly to the actual behavior.

Keywords: *Theory of Planned Behavior (TPB), Student Housing, Attitude, Subjective Norm, Perceived Behavioral Control, Perceived Risk, Behavioral Intention, Structural Equation Model (SEM)*

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