



Decisions to Choose to study at Nusa Putra University Sukabumi

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Abstract. The purpose of this study was to see the effect of education cost, scholarship programs and university facilities on students' decisions to continue their education at Nusa Putra University. By observing 155 samples who are students at Nusa Putra University, this study tries to explain the factors that influence student decisions in choosing to study at Nusa Putra University. Data were analyzed using the PLS-SEM technique with the CFA approach through SMART PLS version 3.3.0 software. Samples were selected and collected through a purposive sampling technique by establishing a set of criteria and distributing them online. The results of this study stated that the scholarship program had a positive and significant effect on student decisions in choosing to continue their education at Nusa Putra University, education cost also had a positive but not significant effect on student decisions in choosing to continue their education at Nusa Putra University. Nusa Putra University and finally university facilities have a negative and insignificant effect on student decisions to continue their education at Nusa Putra University.

Keywords: Student Decision, Scholarship Program, Education Cost, University Facilities.

1 Preliminary

Indonesia is one of the countries in the Asian region that upholds religious and cultural values. Community life is governed by various norms and rules that apply to achieve order in the life of the nation and state. The existing norms and rules are no longer able to withstand the nation's moral decline.

Universities exist to further shape the character of the nation's children, and various efforts from the government and the private sector support the creation of qualified human resources. Higher education can be said to be the last education that is closest to the normal world of work (Abdullah, 2022). Apart from serving the country, studying at university is also an investment before heading to the world of work. In tertiary institutions, it is more specific to one field chosen by students so that later it is hoped that the field that has been studied will be learned can be implemented in the world of work

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(Rufial, 2022). So that later it is expected to create students who are experts in a more specific field.

Based on the phenomenon that has occurred in previous years, namely many students prefer to study at state universities rather than private universities (Akhiri, 2021). So from that, it is very interesting to analyze the factors that influence students to decide to take lectures at private tertiary institutions. The main focus of this study is to analyze the factors that influence it. According to the science of psychology, all humans continue to develop continuously through many phases or stages (Akhiri, 2021). Humans continue to develop both emotionally, physically, socially, and cognitively (Siti Sholichah & Ayuningrum, 2021). This research can also see the phenomenon of decision-making by high school students in deciding to continue their education to a higher level.

Sukabumi Regency is a regency part of West Java which is known for its natural beauty, one of which is the Geopark area which is a World heritage. Not only that, but industrial development in Sukabumi Regency is also increasing rapidly. Therefore, education must also participate in increasing to support the acceleration of change according to the flow of globalization. This is in line with the challenges of industry 4.0, where many private tertiary institutions have emerged, one which is Nusa Putra University. All of them than compete in increasing the quantity and quality of their universities to face the challenges of globalization. The challenges of globalization cannot be avoided, the influence of technology is now increasingly being felt by all people. Information that is easily accessible creates a polemic among the community. Therefore, tertiary institutions must be the main shield in facing the globalization era by building balanced character and knowledge in students. This is in line with research (Lalo, 2018) which states that compared to neighbouring countries, Indonesia is still far behind, because education in Indonesia currently prioritizes mastery of scientific aspects, and intelligence and pays little attention to or ignores character education.

Having been established in 2002, Nusa Putra University continues to grow accompanied by increasing quantity and increasing quality. Students from various regions in the archipelago also came to study at Nusa Putra University, even students from various countries also came to study at Nusa Putra University. Good quality education, rapid collaboration, scholarship programs, qualified University facilities and affordable education cost are some of the attractions for new students to study at Nusa Putra University. These things are still an assumption among the people of the University of Nusa Putra Sukabumi. There is no subjective argument against this.

The formulation of the problem in this research is why new students at Nusa Putra University choose to pursue higher education at Nusa Putra University. The factors developed from the formulation of the problem are as follows.

- a) Does Education cost affect a student's decision to continue higher education at Nusa Putra University?
- b) Does the Scholarship Program influence students' decisions to continue higher education at Nusa Putra University?
- c) Do educational facilities influence student decisions to continue higher education at Nusa Putra University?

The limitations of this study are only analyzing 3 factors that might influence students to choose to continue their education at Nusa Putra University, namely the cost of education, scholarship programs and university facilities. Even though there may be many other factors that can influence a student's decision to continue higher education at Nusa Putra University, for example university location, cost of living and others.

The purpose of this research is to see the influence of the cost factor, scholarship program, and facilities from Nusa Putra University education on decision-making to continue their education at Nusa Putra University. The benefit of this research is as a reference for Nusa Putra University in determining strategies to increase the quantity and quality of Nusa Putra University. Apart from that, it is also useful as a reference for prospective students who will study at Nusa Putra University.

2 Data and Methodology

This study used primary data collected through self-reported online surveys. Google digital forms are used to facilitate the online survey process. The questionnaire was distributed for four 15 days, from 27 December 2022 to 11 January 2023. The questionnaire was distributed in Indonesian and managed to collect data on 155 student respondents studying at Nusa Putra University.

In an effort to avoid self-report bias caused by respondents' confusion in filling out the questionnaire, the authors briefly explain the operational definitions of each group of questionnaire indicator items that represent variables and arrange questions in a concise, concise and clear manner. The author also advises respondents not to write their full names and replace them with initials so that confidentiality is maintained and they feel comfortable filling out the questionnaire correctly.

The method used in this research is the purposive sampling method. Purposive sampling is a non-probability sampling method in which the sampling process is carried out through selection by establishing a series of important criteria that support the research objectives (Denieffe, 2020). The criteria or requirements of the respondent are that the respondent is an active student from all existing faculties and majors or studying at Nusaputra University.

2.1 Measurement and Definition of Variables

Closed questions whose contents are scaled answers are questionnaires made in this study. The sections of the research questionnaire consist of the first opening section, the second the demographics of the respondents and the third director to the questions. Opening Section, the contents are a brief explanation of the identity of the researcher, the purposeM and also the purpose of the research and also a request to the questionnaire filler to be able to participate in filling out the research questionnaire. Respondent Demographics Section, this section covers the identity of the respondent, such as age, last education, gender, source of information and also occupation. This section is the most important part, namely to be able to see the effect of education cost, scholarship

programs, and university facilities at Nusa Putra University. Question Section, this section contains core questions to be able to retrieve information on factors that influence students studying at Nusa Putra University. The form is closed questions whose contents are Likert scale answers is a questionnaire made in this study. The explanation of the Likert scale 1-5 is Scale 1 = STS (strongly disagree), Scale 2 = TS (disagree), Scale 3 = N (neutral), Scale 4 = S (agree) and Scale 5 = SS (strongly agree).

The data obtained is to fulfil the independent variables, namely education cost, scholarship programs and university facilities. The dependent variable of this study is the student's decision to continue their education at Nusa Putra University. These four variables are measured using indicators built by previous studies.

Table 1 describes the number of indicators used in compiling the questionnaire.

3 Discussion and Cotribution

Based on the results of the direct and indirect relationship test, it can be stated that the two research questions in the study have been answered. The research model succeeded in explaining that the scholarship program had a positive and significant effect on student decisions to continue studying at Nusa Putra University, education cost had a positive but not significant effect on student decisions to study at Nusa Putra University, and finally university facilities had a negative and not significant effect on student decisions. studying at the university of Nusa Putra.

This finding states that the scholarship program has a positive and significant effect on student college decisions. This is in line with several findings from previous studies such as: (Ramadhon et al., 2017) which state that scholarships affect student motivation when studying at tertiary institutions. Therefore scholarships also encourage students to continue learning. In addition, the findings above state that the cost of education has a positive and significant effect on student decisions to study at Nusa Putra University. This finding is in line with several findings from previous research which stated that educational costs are an important consideration for students to continue their education. (Indahningrum et al., 2020). In addition, this finding is also in line with findings (Suryani, 2018) that the cost of education has a positive effect on students' decisions to continue their studies. However, there are several findings that are different from the finding of educational costs that have a positive and not significant effect on student decisions to study at Nusa Putra University, namely findings from (Murti, 2019) who said that there was a significant influence between the cost of education on student decisions in choosing a major in Economics Education at STKIP PGRI Tulungagung. In addition, there are also other findings from (Rivandi & Kemala, 2021) that the cost of education can significantly indicate decision making in continuing education. The difference between the two studies is that there is a positive and significant effect of the cost of education on student college decisions. The researcher concluded that at Nusa Putra University the cost of education had a positive effect on student decisions to study at Nusa Putra University, but this effect was not significant.

Finally, the findings in t study are that university facilities have a negative and insignificant effect on student decisions to study at Nusa Putra University. This finding

is different from several previous studies which stated that university facilities had a significant effect on increasing student decision-making for college (Lubis et al., 2021). The results of the research are in line with the research conducted by (Heriyanto, 2017) which states that there is an influence There is a positive relationship between Services and Facilities on Student Satisfaction. Improved services and facilities will be followed by increased student satisfaction. In addition to the findings of this study, it is also contradictory to the findings (Akhiri, 2021) which show that the cost of education, the image of the study program and facilities on student decisions at STIE Prabumulih shows that the cost of education, the image of the study program and facilities influence consumer decisions. have a role in student decisions. Therefore the researcher concludes that the university facilities at Nusa Putra University are not the reason students decide to continue studying at the Nusa Putra University campus.

4 Conclusion and Policy Recommendations

This research proves that the scholarship program is the main reason students choose to continue their education at Nusa Putra Sukabumi University. In addition, the cost of education is also a trigger for students to choose to continue their education at Nusa Putra University. And the existing university facilities at Nusa Putra University are not the reason students choose to continue their education at Nusa Putra University. This research model explains what are the reasons for students' decisions to choose to continue their education at Nusa Putra University, Sukabumi. In this study, researchers analyzed three factors that became the reasons students chose to continue their education at Nusa Putra University. These three factors include the Scholarship Program, education cost and university facilities at Nusa Putra University.

The results of this study prove that the scholarship program has a positive and significant effect on student decisions to continue studying at Nusa Putra University, education cost also have a positive but not significant effect on student decisions to study at Nusa Putra University, and finally university facilities have a negative and not significant effect on student college decisions. at Nusa Putra University.

The reason for the student's decision to study in college is because of the scholarship program, therefore the scholarship program can be used as a university promotion strategy and to increase the number of students at the university. The cost of education is also a reason for students to study at college, but the cost of education is not significant to the student's decision to choose a college or means that the cost of education is cheap or expensive is not too much of a problem. for student decisions to choose to study at Nusa Putra University. Therefore the campus can take a policy to change the cost of education at Nusa Putra University. University facilities do not influence a student's decision to continue their education at Nusa Putra University or if the facilities are complete or not do not affect a student's decision to study at Nusaputra University.

5 Limitations and Suggestions for Future Research

Although this research has succeeded in answering the problem formulation and objectives, there are still some limitations that need to be developed further by further research. First, this study only analyzes three factors (scholarship programs, education cost, university facilities) that influence student decisions to study at Nusa Putra University, Sukabumi. Even though there are many other factors that can influence a student's decision to continue their education. Other factors in question include job prospects after graduating from college, quality of teaching staff/lecturers, campus location, campus culture and others. Future research can process these factors into new research. Second, the researcher assumes that there is a relationship between the two independent variables studied that the reason university facilities do not affect student decisions can be caused by the scholarship program they get, meaning that students don't care about facilities but most importantly they can continue their education with a scholarship program. This problem can also be a reference for further research. Third, in the findings of this study, education costs have a positive but not significant effect. This can be used as a policy to rearrange education cost at the University, so that it can meet the needs or quality of facilities at Nusa Putra University, with the hope that later in the student's decision to choose to study at Nusa Putra University is the right one based on the quality of facilities at Nusa Putra University. This problem can be further investigated in future studies.

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