

UNIVERSITAS INTERNASIONAL BATAM

Thesis
Magister Management Study Program
2018

FACTOR ANALYSIS OF STUDENTS CONSIDERATION IN CHOOSING THE UNIVERSITY IN BATAM

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Abstract

The increase in the number of universities in Batam City is a tight competition to compete for limited candidates for local students. This requires private universities in the city of Batam to attract students from outside the region to compete for higher education not only at the local and national level, but also regionally and globally which requires border areas such as Batam to evaluate the competition map to keep operating.

This study aims to identify the factors that influence student decisions in university selection in Batam. This research was conducted on students who study at one of the universities in Batam and come from another city. The sampling method used is purposive sampling. 300 questionnaires were analyzed into two hypotheses using SPSS version 22 software.

Factor analysis is used in determining the factors that influence student decisions. Facilities, social environment, course, and university image factors were identified as factors that influence students decision. Friedman's Test is used to identify the factors that most influence student decisions, then facility were the factors that most influenced student decisions in the selection of universities in Batam.

Keywords: student decision, facilities, university image, department, social environment