



Student decisions in choosing hospitality study program at IPB International

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ABSTRACT

This study aims to determine how much influence the college image, job opportunities, and education costs have on the decision to choose a hospitality study program and strategies that can be suggested to support the decision to choose a hospitality study program at IPB International. The population in this study were students of the IPB International Hospitality Diploma III Study Program batch 2020, 2021, 2022. The sample was determined using simple random sampling technique, with a total of 213 respondents. The data collection technique of this study used interviews, documentation, and questionnaires. analyzed using multiple linear regression analysis. University image, job opportunities, and tuition fees together have a positive and significant effect on the decision making of new students in choosing a hospitality study program at IPB International. The influence of each variable on student decisions in choosing the Diploma III Hospitality study program is the highest is the image of the university by 61.2%, job opportunities by 43.6% and the lowest is the cost of education by 23.4%. Judging from the magnitude of the influence of each variable, the recommended strategy is to maintain a good image by increasing the accreditation of study programs, and maintaining the quality of lecturers, lecture programs, and facilities. This research can provide information and knowledge about the influence of college image, job opportunities, and education costs on student decision making in choosing a hospitality study program at IPB International.

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INTRODUCTION

Higher education has a contribution to producing superior and quality human resources. Education is a means to develop knowledge and abilities through the learning provided (Elitasari, 2022; Pratiwi, 2020; Suriyani, 2016). Universities, both public and private, have an important role in molding the younger generation to be able to become a generation that is qualified in science and technology (Garaika & Feriyan, 2019; Marlinah, 2019), has the expertise, and is competitive so that they can work

optimally when they become graduates (Garaika & Feriyan, 2019). In tertiary institutions, the education pursued is focused on one area of concentration of interest and later it is hoped that it can be implemented in the world of work (Almana & Halid, 2020; Kediri et al., 2016; Ruhayat, 2016). A career in the world of tourism requires appropriate expertise, so the educational path that must be taken is through a tourism college (Mustika & RB, 2019). The International Tourism and Business Institute or what can be called IPB International is a private tertiary institution engaged in education, research, and community service, especially tourism and hospitality, which is located in Denpasar City, Bali Province. Until now, there are 8 State and Private Universities in Bali that provide tourism and hospitality majors and there are even 246 tourism LPK (Job Training Institutions) in the Province of Bali.

It is very unfortunate, if previously job opportunities in tourism and hospitality were wide open, since the outbreak of Covid-19 in 2020 until now the tourism sector has experienced shocks. The tourism industry is indeed very vulnerable to disasters, disasters are a factor that influences the fluctuations in demand in the tourism industry (BNPB, 2019). There are 3 impacts of the pandemic in each region, namely a decrease in hotel tax revenue in each district/city, decreased demand for the small and medium enterprises (UMK) sector, and decreased occupancy of hotels and consumers in restaurants (Suyono et al., 2022). This condition will indirectly affect the decrease in the interest of prospective new students to study in the field of tourism and hospitality, while the number of tourism campuses/LPKs is very large.

During the Covid-19 pandemic the number of prospective new students on the IPB International campus tended to be stable, exceeding 1000 people in 2020, 2021, and 2022, this figure shows the still great interest of prospective new students in choosing a hotel and tourism study program, on the student admissions questionnaire new information regarding the motivation of students to choose IPB International in 2020, 2021, 2022 shows their reason for choosing to study at IPB International is because of job opportunities, this reason is of course inversely proportional to the actual situation, around 12.91 million people in the tourism sector experience reduced hours work and 939 thousand people in the tourism sector are temporarily not working during Covid-19 (Kemendikbud, 2021). Benarada's research (2022) showed that the tourism industry as the main business sector was heavily affected by the co-19 pandemic and students saw career opportunities in the tourism industry during this pandemic full of uncertainty as well as supporting post-covid-19 conditions.

There have been many studies on the decision-making of prospective new students in choosing a university, but no one has discussed the image of a university, job opportunities, and education costs simultaneously. In addition, there are differences in the results of the analysis with the same variables in several previous studies. The difference between this research and previous research is in the technique of data collection, if previously only used questionnaires, this study will also use interviews to answer existing problems which will be in the form of qualitative explanations. Based on the identification of problems in the research background, several main research problems can be formulated as follows: Does the image of the university, job opportunities, and education costs simultaneously affect the decision-making of new students in choosing a hospitality study program at IPB International and what is the strategy to increase the interest of prospective new students to choose the IPB International Hospitality Diploma III study program?

RESEARCH METHOD

Research type

This research is quantitative research supported by qualitative data with a causal associative design where the research problem is clear and the data studied is in the form of numbers, while the design of this research is to look at causation between the independent variables (variables that influence) and the dependent variable (variables that are influenced).). The location of this research

was conducted at the International Tourism and Business Institute (IPB International) which is located at Jalan Kecak No.12, Gatot Subroto, Denpasar, Bali. The researcher chose this location because IPB International has never conducted research like this and later the results of this research can be used as a reference for campuses to make promotional strategies to increase the number of new students.

Population and sample (if applicable)

The population in this study were students of the DIII Hospitality study program at IPB International class of 2020, 2021, 2022. The reason underlying this batch was that it was the time of the occurrence of Covid-19 and was the study program with the most interest in the past 3 years. The population of this research is 545 people. The sample is determined using a simple random sampling technique, in this way, the population has the same opportunity to be sampled. Because the total population in this study was 545 people, the number of samples developed by Isaac and Michael with an error rate of 5% was 213 respondents.

Analysis technique

Variables in this study will be measured using a questionnaire with a Likert scale and processed using SPSS. Respondents only need to give a checklist (√) to the available choices, in this study using 4 choices/scales in determining attitudes or social phenomena, in this study it has been specifically determined by the researcher, hereinafter referred to as the research variable, and the following is the giving of a scale score Likert with positive (Strongly Agree) to negative (Strongly Disagree) statements: SS (Strongly Agree) is given a score of 4, S (Setutu) is given a score of 3, TS (Disagree) is given a score of 2, STS (Strongly Disagree) is given a score of 1. In this study, data analysis techniques used the classical assumption test, multiple linear regression, t-test, F test, and determination (R²).

Classical Assumption Test

Normality test: Normality using the Kolmogorov-Smirnov Test technique. With the provision that if the sig value > 0.05 then the data is declared normally distributed.

Autocorrelation: The autocorrelation test in this study uses Durbin-Watson values. 21 Decision-making by determining the value of α with a table (n, k) consisting of dL and dU

Multicollinearity Test: If the resulting VIF is between 1-10 then there is no multicollinearity.

Heteroscedasticity: To see if there are cases of heteroscedasticity, that is by using the Glejser test method with the criteria: if the significant value is > 0.05 then there is no heteroscedasticity problem.

Multiple Linear Regression

$$Y_i = a_i + b_1X_{1i} + b_2X_{2i} - b_3X_{3i} + e$$

Where:

Y = Decision making

X₁ = College image

X₂ = Job opportunities

X₃ = Tuition fees

b₁ b₂ b₃ = Regression coefficients X₁, X₂, X₃

a = Constant

e = Standard error

Hypothesis Test

F test

The F test is a significance test of the equation used for knowing how much influence the independent variables together to the dependent variable. As for how to conclude:

Method 1:

If Sig > 0.05 then H0 is accepted.

If Sig < 0.05 then H0 is rejected.

Method 2:

Fcount < Ftable then H0 is accepted.

Fcount > Ftable then H0 is rejected

Coefficient of Determination (R2)

The coefficient of determination (R2) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X). If R2 is greater, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is higher. If R2 is smaller, then the percentage change in the dependent variable caused by the independent variable is lower. The formula:

$$R^2 = 1 - \frac{SS\ Error}{SS\ Total} = 1 - \frac{\sum(y_i - \hat{y}_i)^2}{\sum(y_i - \bar{y})^2} \quad (1)$$

Hypotheses development (if applicable)

The hypothesis in this study is as follows:

H1: the image of the university, job opportunities, and education costs together have a positive and significant effect on student decision-making in choosing a hospitality study program at IPB International.

RESULTS AND DISCUSSIONS

Classical Assumption Test Results

Before going through multiple linear regression analysis, the research must pass all classical assumption tests. The classic assumption test aims to ensure the feasibility of the research model used (Utama, 2016). The stages in testing the research model use the classic assumption test, namely: Normality Test

Table 1. Normality test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		213
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	4.20015665
Most Extreme Differences	Absolute	.054
	Positive	.044
	Negative	-.054
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary Data Processed, 2023 assisted by SPSS experts

Based on Table 1, it can be seen that the significance value of the unstandardized residual is greater than 0.05, which is 0.200, so it can be concluded that the data used in this study are normally distributed. The normality test results can also be seen from the P-P Plot graph below.

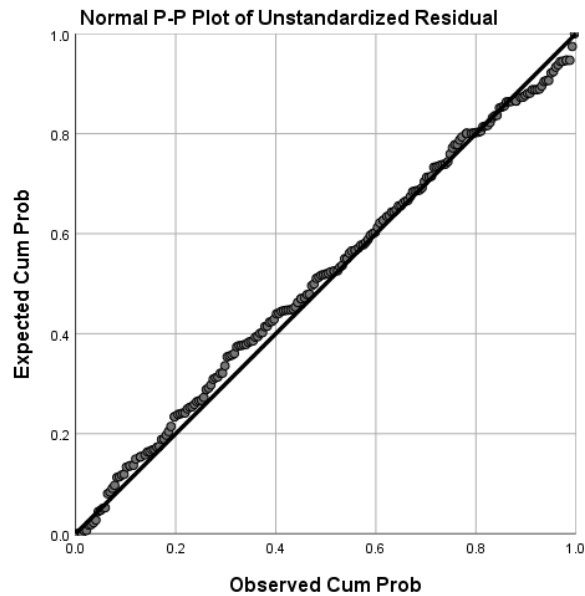


Figure 1. P-P Plot chart

Source: Primary Data Processed, 2023 assisted by SPSS experts

Based on the results of the p-p plot graph, it is found that the data spreads around the diagonal line or the histogram graph shows a normal distribution pattern, so the regression model meets the assumption of normality.

Multicollinearity Test

Table 2. Multicollinearity test

Coefficients ^a			
Model	Collinearity Statistics		
	Tolerance	VIF	
1 College Image	.506	1.977	
Employment Opportunities	.502	1.992	
Education Costs	.765	1.308	

a. Dependent Variable: Pengambilan Keputusan

Source: Primary Data Processed, 2023 assisted by SPSS experts

Based on Table 2 above, it is found that the image variables of higher education, job opportunities, and education costs have a tolerance value greater than 0.1 and a VIF value less than 10. Thus it can be said that there is no multicollinearity.

Heteroscedasticity Test

Table 3. Heteroscedasticity test

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.531	1.846		-.287	.774
1 College Image	.053	.066	.076	.799	.425
Employment Opportunities	.108	.060	.172	1.801	.073
Education Costs	-.154	.121	-.098	-1.270	.205

a. Dependent Variable: ABS_RES

Source: Primary Data Processed, 2023 assisted by SPSS experts

Based on Table 3 above, it is found that the variables of college image, employment opportunities, and education costs have a significance greater than 0.05. Thus it can be said that there is no heteroscedasticity. The results of the heteroscedasticity test can also be seen in the scatterplot graph as below.

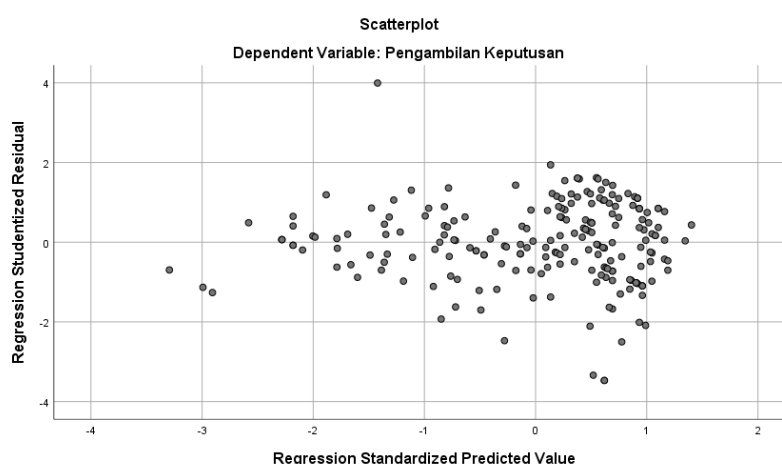


Figure 2. Grafik scatterplot

Source: Primary Data Processed, 2023 assisted by SPSS experts

Based on the scatterplot output in Figure 2, it can be seen that there is no clear pattern, and the points spread above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity problem.

Multiple Linear Regression Analysis Results

Table 4. Multiple linear regression

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	-11.465	2.929		-3.915	.000
1	College Image	1.080	.105	.587	10.313	.000
	Employment Opportunities	.328	.096	.196	3.436	.001
	Education Costs	.582	.192	.140	3.030	.003

a. Dependent Variable: Decision Making

Source: Primary Data Processed, 2023 assisted by SPSS experts

Based on the results of multiple linear regression analysis in Table 4, a multiple linear regression model can be made as follows:

$$Y = -11.465 + 1.080X_1 + 0.328X_2 + 0.582X_3$$

The constant has a value of -11.465, meaning that if the variable image of the university, employment opportunities, and education costs have a constant value, then the decision-making variable is worth -11.465. The regression coefficient of the college image variable is positive 1.080, which means that every one-unit increase in the college image will increase decision-making by 1.080 assuming other variables are constant.

The regression coefficient of the employment opportunity variable is positive 0.328, which means that every one-unit increase in employment opportunities will increase decision-making by 0.328 assuming other variables are constant. The regression coefficient of the variable cost of

education is positive 0.582, which means that each increase in the cost of education by one unit will increase decision-making by 0.582 assuming other variables are constant.

Hypothesis Test Results

Uji f

Table 5. Uji f

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7190.924	3	2396.975	133.950	.000 ^b
	Residual	3739.959	209	17.895		
	Total	10930.883	212			

a. Dependent Variable: Decision Making

b. Predictors: (Constant), Tuition Fees, University Image, Job Opportunities

Source: Primary Data Processed, 2023 assisted by SPSS experts

Based on Table 5, it can be seen from the results of the analysis that a significance value of 0.000 is less than 0.05 (0.000 < 0.05). This result means that the image of the university, job opportunities, and education costs together have a positive and significant effect on the decision-making of new students in choosing a hospitality study program at IPB International and the regression model used is said to be feasible.

Coefficient of Determination Analysis

Tabel 6. Coefficient of determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.658	.653	4.230

a. Predictors: (Constant), Tuition Fees, University Image, Job Opportunities

b. Dependent Variable: Decision Making

Source: Primary Data Processed, 2023 assisted by SPSS experts

Based on Table 6, it can be seen that the R Square value is 0.658 so the percentage contribution of the image of higher education, employment opportunities, and education costs to decision-making can be calculated by $0.658 \times 100\% = 65.8\%$ with the remaining 34.2% being influenced by other variables outside the research.

The Influence of Higher Education Image, Job Opportunities, and Education Costs on Decision Making

Based on the results of the F test, a significance value of 0.000 is less than 0.05 (0.000 < 0.05). This result means that the image of the university, job opportunities, and educational costs together have a positive and significant effect on the decision-making of new students in choosing a hospitality study program at IPB International. H that if the image of the university, job opportunities, and educational costs increase, the decisions of new students in choosing a hospitality study program at IPB International will also increase. Meanwhile, if the image of the university, job opportunities, and educational costs decrease, the decision of new students in choosing a hospitality study program at IPB International will also decrease. The influence of the college image, job opportunities, and education costs on decision-making is 65.8%, this result is obtained from the value of the correlation coefficient. While the remaining influence of 34.2% is influenced by other variables outside the study.

Based on the results of multiple linear regression analysis, it was found that each independent variable influenced the dependent variable (partially affected), seen from the significant value of each independent variable less than 0.05. Meanwhile, based on the beta

coefficient value, it was found that the college image variable has the most dominant influence because the college image variable has the highest beta coefficient value, which is equal to 1.080.

While the influence of each independent variable on the dependent variable is: The influence of the university's image on the decision-making of new students in choosing a hospitality study program at IPB International is 61.2% as seen from the adjusted R square value of the college's image on the decision-making of new students in choosing a hospitality study program at IPB International.

The results of interviews with DIII Hospitality students regarding the image of tertiary institutions are that the DIII Hospitality study program has provided complete information through social media such as interesting programs, quality lecturers, training opportunities in America, webinars, and competitions that are held which attract students' attention when they are about to register. One of the DIII Hospitality students on behalf of Juan who was one of the student informants gave the following statement: "Social media DIII Hospitality has an attractive appearance, the programs that are uploaded are very diverse, after I became a student it turned out that there were more programs and I was excited to take part in them, the lecturers were also very good" (Interview, 2023). In addition, recommendations from SMA/K schools, parents, and also relatives are taken into consideration by students in choosing this study program, as well as services from IPB International staff during the registration process to the new student admissions exam which is very helpful, patient, and informative. These results support the results of the research analysis that the college image variable dominates the influence of student decisions in choosing the DIII Hospitality study program because the image of the study program is very positive.

The magnitude of the influence of the employment opportunity variable on the decision-making of new students in choosing a hospitality study program at IPB International is 43.6% as seen from the adjusted R square value of employment opportunities on the decision-making of new students in choosing a hospitality study program at IPB International. The results of interviews with DIII Hospitality students regarding job opportunities were that students received information that many DIII Hospitality alumni had worked and even became general managers in hotels and entrepreneurship through social media. Yogi's brother who is a DIII Hospitality student and one of the informants in this study said that: "I see that this study program has very promising job opportunities, besides that the course is also fast, only 3 years, and can work right away. Coincidentally, my sister is also an alumnus of IPB International and has had J1 internships in America and is now working abroad" (Interview, 2023). These results also support the results of research analysis where the employment variable is the second variable that influences student decisions in choosing the DIII Hospitality Study Program.

The magnitude of the influence of the cost variable on the decision-making of new students in choosing a hospitality study program at IPB International is 23.4% as seen from the adjusted R square value of educational costs on the decision-making of new students in choosing a hospitality study program at IPB International. The results of interviews with DIII Hospitality students, that there are two perspectives on the cost of education for this study program, namely for students who come from Bali consider this fee still relatively expensive because the Covid-19 condition affects their parents' income and compared to other tourism LPK it is still more expensive for tuition fees at IPB International. However, for students from outside Bali, the cost of this education is very affordable compared to tourism campuses in Surabaya, Jakarta, and other areas of Java. In addition, this tuition fee already covers all student needs such as practice fees, practice tools, books, uniforms, and exam fees. Statement from a DIII Hospitality student, namely Sabrina, gave the following statement: "When compared to other private campuses which are only in theory without any practice, IPB International's tuition fees are quite cheap, I happen to be from Jakarta, so the facilities provided by this campus are affordable" (Interview, 2023).

Strategies to Increase Student Interest in Choosing a Hospitality Study Program at IPB International

Based on the results of an interview with Vice Chancellor IV IPB International which was held on Wednesday, January 25 2023 in the room of Vice Chancellor IV IPB International, the head of the DIII Hospitality study program and DIII Hospitality students can formulate strategies in the short term, medium term and long term to increase student interest. to choose a hospitality study program at IPB International.

Table 7. Short term, medium term, long term strategies

	Short-Term	Medium-Term	Long-Term
Higher Education Image	<ol style="list-style-type: none"> 1. Maintain service quality 2. Collaborate with relevant industry and partners 3. Creating a comfortable lecture atmosphere. Providing a quality learning curriculum 	<ol style="list-style-type: none"> 1. Improving learning facilities 2. Hold regular FGDs Adding interesting programs and events with study program characteristics 	<ol style="list-style-type: none"> 1. Accreditation A 2. Providing international teaching staff 3. Post every interesting activity and facilities
Employment Opportunity	<ol style="list-style-type: none"> 1. Sharing session for alumni & J1 students 2. Post job vacancies at home and abroad 	<ol style="list-style-type: none"> 1. Creating alumni content that has been successful in industry and entrepreneurship 2. Inviting alumni to participate in socializing at SMA/K 	<ol style="list-style-type: none"> 1. Hold job fairs regularly 2. Approach hospitality associations such as IHGMA regarding job vacancies
Cost Of Education	<ol style="list-style-type: none"> 1. The registration fee is fixed at IDR 300,000 2. Provide free registration fees at several expos & open houses 3. Education costs include site visits 	<ol style="list-style-type: none"> 1. The cost of education can be paid in installments 2. In some conditions students are allowed to late payments 	<ol style="list-style-type: none"> 1. Keep evaluating the cost of education and comparing it with competitors 2. Looking for government scholarships to apply at IPB International

The Influence of Higher Education Image, Job Opportunities, and Education Costs on Decision Making

Based on the results of the F test analysis, a significance value of 0.000 was obtained, less than 0.05 (0.000 < 0.05). This result means that the image of the university, job opportunities, and education costs together have a positive and significant effect on the decision-making of new students in choosing a hospitality study program at IPB International and the regression model used is said to be feasible. This means that if the image of the university, job opportunities, and educational costs increase, the decisions of new students in choosing a hospitality study program at IPB International will also increase. Meanwhile, if the image of the university, job opportunities, and educational costs decrease, the decision of new students in choosing a hospitality study program at IPB International will also decrease.

The results of this study are in line with research conducted by (Akhiri, 2021) which shows that the image of a higher education institution has a positive and significant effect on the decision to become a student. Meanwhile, research (Dwiyanti & Adisanjaya, 2022) states that job opportunities have a positive effect on student decision-making in choosing tourism study programs. Research (Bao & Mea, 2020) states that tuition fees influence students' decisions to choose a management study program.

Strategies to Increase the Interest of Prospective New Students to Choose the IPB International Hospitality Diploma III Study Program

From the strategies that have been analyzed in the research results, it can be seen that so far the DIII Hospitality Study Program has made efforts to attract new students to choose the DIII Hospitality Study Program. The variables of higher education's image, job opportunities, and also education costs are also a matter of concern to both the Head of the DIII Hospitality Study Program directly and the Vice Chancellor IV of IPB International in determining strategies during the process of admitting new students.

The results of the quantitative analysis in this study can also help and become a reference in determining future strategies to increase the number of new students to choose the DIII Hospitality Study Program. Apart from carrying out promotions independently, the DIII Hospitality Study Program can also still use the big name IPB International for promotion needs. The tuition fees offered, of course, needs to be supported by what benefits students will get if they study at IPB International, especially the DIII Hospitality study program, where much of the learning process is practical.

The strategy to improve the image of tertiary institutions is to achieve Superior accreditation, create a comfortable and enjoyable lecture atmosphere, maintain good relations with various partners, and always provide the best service for students to create a good image and spread it through word of mouth.

The strategy for job opportunities is to strengthen the DIII Hospitality alumni ties, apart from the IPB International alumni ties in general, alumni sharing sessions are also more frequent when new students start lectures, and special content can be made for the success of alumni both in the industrial world domestic and foreign as well as alumni who are successful entrepreneurs. The strategy for education costs is to provide additional programs that are included in the tuition fees such as site visits, inviting quality guest lecturers, and providing additional lecture facilities such as free quotas.

CONCLUSION

Based on the results of the discussion in the previous chapter, conclusions can be drawn from the results of this study. The conclusions that can be drawn are as follows: the image of the university, job opportunities, and educational costs together have a positive and significant effect on the decision-making of new students in choosing a hospitality study program at IPB International. This shows that a good university image, broad job opportunities, and educational costs that are by the facilities and education obtained can increase the decision-making of new students in choosing hospitality study programs at IPB International. The influence of higher education image, job opportunities, and education costs on decision-making is 65.8%. While the remaining influence of 34.2% is influenced by other variables outside the study. The most dominating variable in student decision-making in choosing a hospitality study program at IPB International is the image of the college and the lowest is the cost of education. The hypothesis in this study (H1) is accepted, namely, the image of the university, job opportunities, and education costs together have a positive and significant effect on student decision-making in choosing a hospitality study program at IPB International and the right strategy carried out by the DIII Hospitality study program to attract prospective students to choose the DIII Hospitality study program is to prepare short, medium-term, and long-term strategies, namely that the image of the university can be maintained and the performance that has been carried out by the study program can be improved, such as increasing accreditation from B. becoming A, providing the best quality lectures and supporting facilities, using professional staff as lecturers, and having good relationships with stakeholders. For job opportunities, study programs can hold regular alumni sharing sessions, provide information on job vacancies, create alumni success content, and hold job fairs. And the last is the cost of education where study programs can provide additional scholarships, evaluate prices with other competitors, and continue to provide policies related to installment payment of tuition fees. policies related to installment payments of tuition fees. This study strengthens the theoretical understanding of the factors that influence student decision-making in choosing a study program. College image, employment opportunities, and tuition fees were shown to have a significant influence, which can serve as a foundation for future research on this topic and can provide theoretical insights in the development of effective educational marketing strategies. Colleges and study programs can adopt a more targeted approach to promoting their image, job opportunities, and tuition fee policies. Although this study identified significant factors, it is possible that there are other factors that also

influence student decision-making that were not examined in this study. Future research could conduct comparisons between different study programs or universities to identify differences in the factors that influence students' decision-making.

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