

The Influence of Location, Collection Image and Employment Opportunities on Student Interest in Agro Technology Faculty Universitas Prima Indonesia

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ABSTRACT

The purpose of this study was to determine and analyze the influence of location, university image and job opportunities on student interest in studying at the Faculty of Agro Technology, University of Prima Indonesia. The total population in this study, students of the Faculty of Agro Technology, University of Prima Indonesia amounted to 89 students. While the sample in this study was saturated, namely 89 people. The sources of data in this study are primary data and secondary data. Data sources are anything that can provide information about data. Based on the source, the data is divided into two, namely primary data and secondary data. The results in this study are the location partially has a significant effect on student interest by -2.15%. Based on research conducted on students of the Faculty of Agro Technology, it can be concluded that the image of the university partially has a significant effect on student interest by 59.7%. Based on research conducted on students of the Faculty of Agro Technology, it can be concluded that job opportunities partially have a significant effect on student interest by 19.8%.

Keywords: *Location Influence, Image of Higher Education, Job Opportunities, Student Interest of Faculty of Agro Technology UNPRI*

INTRODUCTION

Education is an effort made by humans to develop their abilities through the learning

process. Education can be taken through formal, non-formal and informal channels. Formal channels ranging from elementary, upper secondary to higher education levels, higher education can provide broad insight for many high school and vocational high school graduates. In addition, the absorption capacity, which is suspected by many parties, is caused by the limited places in favorite state universities compared to those who are interested, many prospective students who are not accommodated in State Universities (PTN) encourage Private Universities (PTS) to compete to promote their institutions to attract prospective students. Extensive opportunities for Private Universities supported by quite complete infrastructure facilities, abundant educational personnel and a clear market are increasingly accelerating the growth of educational institutions.

The college that will be chosen by students to continue their undergraduate studies is one of the considerations for the image of the college whether the image of the college is qualified and accredited or not. Because the quality and accreditation of a college is very important, especially when the student has graduated and is looking for a job. One of

The company's criteria when recruiting new employees also look at which university and the image of the university has met the

standards or not so that both public and private universities are competing in producing the best graduates, and even being able to compete (more value) after graduation. To attract the interest of prospective students, as for the strategy applied in recruiting students to attract interest in making student decisions, according to research by Fakhri, Gilang and Ratnayu (2017: 10) there are five factors in determining decisions in higher education from five factors, three of which are in line with This research is profile, promotion, and campus location.

The problem faced in deciding for a higher level is the university itself. Generally, the determination of the school is a decision because of the public's view of the known image of the university. There are many choices from Faculties of Agro Technology to Universities, which are very often found from unaccredited to accredited A. However, before deciding to choose a college, new students will see and seek information about universities with good college images, one of which can be seen from the accreditation of the campus and the Faculty of Agro Technology. If the image is good, the tuition fee will automatically be high, but the campus also facilitates its students with scholarships so that it can relieve students in need.

Location is also important for prospective students to consider choosing an educational institution or institution, if the location of the institution or educational institution is strategic and easy to reach, prospective students will automatically be considered for continuing their undergraduate studies at the university. Location is one of the determinants of the success of a product or service because the location is close to the potential market according to Tjiptono (2014 - 43).

The direction that must be chosen must be able to grow from an economic perspective so that it can maintain business viability, the local environment can change at any time, if the location value deteriorates, then the business location must be moved or closed

so that if a strategic location will trigger prospective students to choose the college.

On the other hand, job opportunities are also a consideration for prospective students to choose the college and major to be taken. The major that will be chosen will determine at least after graduating from the college and the major already has a view to work. According to Al-Mighwar (2011) states "Adolescents' interest in work greatly affects the magnitude of their interest in education. In general, teenagers are more interested in lessons that will later be useful in their chosen field of work." It can be interpreted that the selection of majors is a process to approach the field of work that has been desired by the prospective student in order to get a job that is in accordance with his major.

Education is one of the most important priorities for most people who have the hope of being able to continue and complete their education to the highest level, although there are also some who choose to work and not continue their education to the highest level. Most people who choose to continue and complete their education to the highest level, then they will be faced with various choices and problems. Continuing higher education. the community will be faced with various choices of universities, education levels to various choices of the Faculty of Agro Technology.

Based on changes in the world of education, which requires that every university must be able to manage its institutions professionally, with a broad outlook and tough. so that the university has a good image in the community. Universities that have a good image will affect the number of students who will enter the college. Students choosing a college certainly have considerations or judgments about the college to be chosen. Information on a college is obtained by prospective students from various sources such as from the media, parents, family, alumni, school teachers, students and those who are still active in college. The information sought by prospective students is usually in the form

of accreditation, campus location, tuition fees, campus facilities, university image and job opportunities for graduates at the Faculty of Agro Technology to be selected.

Prima Indonesia University (UNPRI) is one of the private universities under the coordination of the Ministry of Education and Culture of the Republic of Indonesia (Kemendikbud RI) with 10 Faculties and 33 Faculties, one of which is the Faculty of Agro Technology which it manages. In this academic year, Prima Indonesia University has more than 2000 active students and Prima Indonesia University also has 492 teaching lecturers, both permanent lecturers at foundations and co-operative lecturers (DPK). UNPRI

Carry out the task of carrying out the Tridharma of Higher Education as intended in law number 12 of 2012 concerning higher education. The performance targets of work programs and activities based on the Tridharma of Higher Education refer to the UNPRI Strategic Plan (Renstra). The employees within the Prima Indonesia University include the Chancellor, UNPRI Secretariat, Dean, Deputy Dean, Chair of the Faculty of Agro Technology, Secretary of the Faculty of Agro Technology, Lecturers or Lecturers and other Administrative Sections whose main duties and responsibilities are to manage a faculty in the college.

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Before deciding to choose a college, think about the aspects of the brand image, the cost of education and the educational facilities of the college to be addressed (Putri, 2011). Students who have not chosen a major will think about several aspects, one of which is the aspect of job opportunities after graduating from the department (Feri, 2017). A strategic location will also determine the success of a product or service business (Ali, 2017). So, before students continue their undergraduate studies, they must think about some of these aspects so that there are no regrets when they enter the chosen university.

Besides that, it is also necessary to consider several factors that can inspire interest for prospective students to choose Prima Indonesia University, Faculty of Agro Technology, Faculty of Agro Technology, including the influence of academic quality, campus appearance, tuition fees, campus location and future careers, which of these influences are certainly become the choice of students in choosing a college program. For more details, the following shows the number of new students at Prima Indonesia University, Faculty of Agro Technology, Faculty of Agro Technology in the last 3 years as follows:

Table 1.1 Student Studying at the Faculty of Agro Technology, Prima Indonesia University, 2018 – 2020 Academic Year

Year of Acceptance	Number of incoming students
2018	41
2019	16
2020	32

Consumer decisions in choosing universities can be seen from several studies such as Desy (2016) with independent variables of

brand image, location and facilities on the interest of college students to enter college.

For the location of the campus of the Faculty of Agro Technology, which is located at Jalan Danau Singkarak, Gg. Madrasah Sei Agul Village, West Medan. The campus location is very easy to reach by students because of its very strategic location, and the campus building itself is also very beautiful and has a very large parking area and has a basketball court for student facilities. And the advantages of Prima Indonesia University itself are, UNPRI has been accredited by AIPT B, and for the Faculty of Agro Technology it has also been accredited by BAN-PT B, work practice programs in plantation companies, recruitment programs before graduation by large private plantation companies, competency-based curriculum SKKNI for coconut plantation assistants. oil palm, 80% of graduates are directly absorbed by the plantation industry.

There are already many alumni of the Faculty of Agro Technology who work in private plantation companies, here is a list of names of state companies and private plantations where students work, namely, PT. Perkebunan Nusantara IV, PPKS (Center for Palm Oil Research), PT. Tamarind, PT. Mopoli Raya, PT. PP. London Sumatra, PT. Socfindo, PT. Anugrah Langkat Makmur, PT. Langkat Nusantara Kepong, PT. GAMA Plantation, PT. Triputra Agro Persada, Indo Gunta Group and PT. First Resources.

A key success factor for plantation professionals (Planters) is leadership. To achieve the graduates expected from the Faculty of Agro Technology and the expectations of students from the current

plantation industry, the Faculty of Agro Technology, Universitas Prima Indonesia has a program that is systematically managed to build planters leadership, namely, Student Orientation Program, Beginner Planters Program, Intermediate Planters Program, Program Planters Professional and Mental Physical Attitude and Discipline of Students.

Researchers are interested in conducting research with the title Effect of Location, College Image and Job Opportunities on Student Interests in Studying at the Faculty of Agro Technology, Prima Indonesia University because they want to know what influences affect student interest in studying at Prima Indonesia University (UNPRI) Faculty of Agro Technology.

METHODS

Multiple Linear Regression Analysis

In this study, multiple linear regression test was used to measure the level of influence of variables from the influence of location, image of student interest in studying at the Faculty of Agro Technology, University of Prima Indonesia, namely talent and ability, parents, location of college, college promotion, accreditation status, reputation., academic programs and tuition fees.

$$Y = B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + e$$

where:

- Y = Student interest
- B₁, B₂, B₃ = Variable regression coefficient
- X₁ = Location
- X₂ = College Image
- X₃ = College location
- e = Error

RESULTS

Table 1.2 Multiple Linear Regression Analysis Results

Model	Coefficients ^a								
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			
	B	Std. Error				Beta	Zero-order	Partial	Part
1	(Constant)	4.632	1.296		3.573	.001			
	Lokasi	-.017	.050	-.030	-.331	.741	.718	-.036	-.017
	Citra_Peraturan_Tinggi	.366	.053	.690	6.941	.000	.866	.601	.358
	Peluang_Kerja	.248	.084	.256	2.953	.004	.774	.305	.152

a. Dependent Variable: Minat_Mahasiswa

Based on table 1.2, it can be arranged a research model with the following regression equation:

$$Y = 4,632 + 0,017X1 + 0,366X2 + 0,248X3$$

The multiple regression equation model means:

- a. The constant value is 4.632, which means that if the independent variables, namely Location (X1), College Image (X2), Job Opportunities (X3) are equal to zero, then student interest (Y) is 4.632.
- b. The value of the regression coefficient $X1 = 0.017$ indicates that if the location increases by 100%, it will increase student interest in studying at the Faculty of Agro Technology by 1.7%. The magnitude of the influence of location on student interest in studying at the Faculty of Agro Technology is -0.0125 (the result of multiplying the value of Beta and Zero-order), which means that the contribution of location to student interest in studying at the Faculty of Agro Technology is -2.15% as a result of the following indicators: the location variable indicator (X1) and beyond may be influenced by variables not included in this study. The value of the regression coefficient $X2 = 0.366$ indicates that if the image of the university has increased by 100%, it will increase the interest of the students of

- the Faculty of Agro Technology by 36.6%. The magnitude of the influence of university image on student interest in college is 0.597 (the result of multiplication of beta and zero-order values), which means that the contribution of college image to student interest is 59.7% as a result of indicators of college image variables (X2) and outside possibly influenced by variables not included in this study. This can be seen from the standardized coefficient value, namely the question category based on class intervals.
- c. The value of the regression coefficient $X3 = 0.248$ indicates that if motivation increases by 100%, it will increase student interest in studying at the Faculty of Agro Technology by 24.8%. The magnitude of the effect of job opportunities on student interest in studying at the Faculty of Agro Technology is 0.198 (the result of multiplying the value of beta and Zero-order), which means that the contribution of job opportunities to student interest is 19.8% as a result of indicators of job opportunity variables (X3) and beyond that may be influenced by variables that are not included in this study. This can be seen from the standardized coefficient value in the question category based on class intervals.

Table 1.3 Partial Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.632	1.296		3.573	.001
	LOCATION	-.017	.050	-.030	-.331	.741
	IMAGE_STUDY_HIGHER	.366	.053	.690	6.941	.000
	JOB OPPORTUNITY	.248	.084	.256	2.953	.004

a. Dependent Variable: STUDENT INTEREST

1. The Influence of Location on Student Interest

Based on table 1.3, it can be seen that the location variable (X1) has a significance value of 0.721, which is greater than 0.05, meaning that location has a significant effect on student interest in the Faculty of Agro

Technology. The effect of location (X1) on student interest (Y) obtained tcount -0.331 < ttable 1.662 with probability Sig 0.001 smaller than = 0.05. It can be concluded that the location partially has a significant influence on the interest of the students of the Faculty of Agro Technology.

2. The Influence of Higher Education Image on Student Interest

Based on table 1.3, it can be seen that the university image variable (X2) has a significance of 0.000 which is smaller than 0.05, meaning that the university's image has a significant effect on the interest of students of the Faculty of Agro Technology.

3. From the table above, regarding the effect of college image (X2) on student interest (Y), the tcount value is 6.941 > ttable 1.662 with a probability of Sig 0.000 less than = 0.05. It can be concluded that the location partially has a significant influence on the interest of the students of the Faculty of Agro Technology.

4. The Influence of Job Opportunities on Student Interests

Based on the table above, it can be seen that the employment opportunity variable (X3) has a significance of 0.004 which is smaller than 0.05, meaning that job opportunities have a significant effect on the interest of students of the Faculty of Agro Technology. From table 21, regarding the effect of job opportunities (X3) on student interest (Y), the value of tcount is 2,953 > ttable 1,662 with a probability of Sig 0.001 less than = 0.05. It can be concluded that job opportunities partially have a significant effect on student interest in the Faculty of Agro Technology.

Table 1.4 Termination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.774	.766	2.117
a. Predictors: (Constant), X3, X1, X2				

Based on the table above, it is known that the Rsquare value is 0.774 or equal to 77.40%, meaning that location, university image and job opportunities are able to explain the interest of students of the Faculty of Agro Technology by 77.40% and the remaining 22.60%, explained by other independent variables that are not included in this research model.

DISCUSSION

From the results of these tests, it can be seen that all the independent variables of location (X1), university image (X2), job opportunities (X3) have a significant influence on the variable of student interest (Y). For more details, the details of the results of the analysis and testing can be explained as follows:

The Influence of Location on Student Interest

The strategic location has a very big influence on the interest of students to study in higher education, as well as the location of the Faculty of Agro Technology, Prima Indonesia University, the campus location is

easily accessible by the public and prospective students and has a very adequate parking area.

Based on the results of research on the effect of location on the interest of students of the Faculty of Agro Technology, University of Prima Indonesia which states that tcount > ttable, ie -0.331 > 1.662 is in the rejection area of H0 so that Ha is accepted, it is stated that the location has a significant partial effect on the interest of students of the Faculty of Agro Technology. This means that the level of location can positively or negatively affect the interest of students of the Faculty of Agro Technology.

The Influence of Higher Education Image on Student Interest

Based on the results of research on the effect of the image of the university on the interest of college students, which states that tcount > ttable which is 6.941 > 1.662 is in the rejection area, which is in the rejection area H0 so that Ha is accepted, it is stated that the image of the university has a significant partial effect on the interest of Faculty students. Agro Technology. This

means that the level of university image positively or negatively can affect the interest of students of the Faculty of Agro Technology.

The Influence of Job Opportunities on Student Interests

Based on the results of research on the effect of job opportunities on student interest in the Faculty of Agro Technology, University of Prima Indonesia which states that $t_{count} > t_{table}$ which is $2.9537 > 1.662$ is in the rejection area of H_0 so H_a is accepted, it is stated that job opportunities have a significant partial effect on student interest. Faculty of Agro Technology. This means that the level of job opportunities can positively or negatively affect the interest of students of the Faculty of Agro Technology.

The Influence of Location, College Image and Job Opportunities on Student Interests

Regarding the effect of location, university image and job opportunities on student interest, in this study it was clearly proven that there was a simultaneous effect, based on the results of the F test, the value of $F_{count} > F_{table}$ was $2613,747 > 2.71$ with a significance of $0.000 < 0.05$. Because $F_{count} > F_{table}$, H_0 is rejected and H_a is accepted, meaning that there is an influence between location, university image and job opportunities on student interest in studying at the Faculty of Agro Technology.

CONCLUSION

Based on the results of research and discussion conducted by researchers regarding the influence of location, university image and job opportunities on student interest, the following conclusions can be drawn: Based on research conducted on students of the Faculty of Agro Technology, it can be concluded that location partially has a significant effect on student interest is -2.15% . Based on research conducted on students of the Faculty of Agro Technology, it can be concluded that the image of the university

partially has a significant effect on student interest by 59.7% . Based on research conducted on students of the Faculty of Agro Technology, it can be concluded that job opportunities partially have a significant effect on student interest by 19.8% . Based on research conducted on students of the Faculty of Agro Technology, it can be concluded that the location, image of the university and job opportunities simultaneously have a significant effect on student interest. The magnitude of the influence of location, university image and job opportunities are able to explain the interest of students by 77.35 and the remaining 22.65 is explained by other independent variables that are not included in this study.

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