# The Perception of Intention in Selection of Higher Education (Study Case: Aperti BUMN)

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**Abstract.** The high interest of high school graduates to enter state universities (PTN) is utilized by attracting quality prospective students through various entry routes to PTN. Around 30 to 40 percent of private universities (PTS) in Indonesia have been unable to sustain themselves because of a lack of students. The condition is made worse by the entry of foreign private universities to Indonesia. These universities have partnerships with local companies. Consequently, there is a strong demand for private universities in Indonesia to have a good reputation and proper branding to survive in the national education industry. University reputation is becoming more significant and can improve the value of a university in an increasingly competitive global environment. This study is quantitative and employs descriptive analysis and crosstab analysis. The results show that adequate facilities are a factor that has a close relationship with student interest in studying at private universities that are members of the Higher Education Alliance (APERTI) under State-Owned Enterprises (BUMN).

**Keywords:** APERTI BUMN, intention, decision making, consumer behavior, private universities, perception, branding.

## 1 Introduction

Education aims to improve the quality of human resources (HR) to increase human dignity [1] [2]. Countries need quality human resources to achieve a competitive advantage and survive in the era of globalization [3]. Higher education is one of the keys to developing skilled, competent, and competitive human resources (HR). The indicator of the Human Development Index (HDI) is the Gross Enrollment Rate (GER) for education [4]. In 2019, the national higher education GER increased to 35.69 percent from the previous year [5]. GER is the level of comparison of the number of entry-level students (D1-D4 & S1) with the population aged 19-23 years. Based on data from the Ministry of Reseach, Technology, and Higher Education (2020), the number of state universities remained constant from 2015 to 2019, while the number of private universities continued to increase from 2015 to 2019. The number of private universities

increased because the public sector or government could not fill the increasing demand for higher education [6].

The high interest of high school graduates to enter PTN is also utilized by attracting quality prospective students with various PTN entry routes. Different selection paths are available to attract quality students to enroll in public universities. They include the Joint Selection for State University Entrance (SBMPTN), the National Selection for State Universities (SNMPTN), the PTN Independent Selection Path, the Achievement Path, and other pathways determined by the PTN [7]. In 2019 the number of private universities reached 68% of the total national universities and the number of private universities continued to increase from 2017 to 2019 [7]. A total of 51 percent of new students were contested by 3,154 private universities. The tight competition has caused 130 PTS to have closed from 2015 to 2019 in Indonesia, and the most in 2019 with a total of 79 PTS closed [7]. One of the reasons for the closure of the PTS was the insufficient number of students for campus operations.

Around 30 to 40 percent of private universities in Indonesia are heading for bankruptcy due to a shortage of students [8]. The entry of foreign private universities into Indonesia makes the situation for private universities in Indonesia worse. Foreign private universities enter into partnerships with local companies. Several foreign private universities have operated in Indonesia, including the National Taiwan University and Central Queensland University [7]. Thus, private universities in Indonesia need to have a good reputation and proper branding to survive in the national education industry. University reputation has become more significant and can improve the value of universities in an increasingly competitive global environment [9].

Branding is a marketing strategy which purpose is to increase the selling value and added value of a product or service [10] [11] [12]. A strong brand can influence one's decision to choose the intended university [12] [14]. One of the most common branding strategies is a brand extension. The concept of brand extension is one of the fundamental marketing strategies and is the key driving force for developing these new products [15]. Various studies of brand extensions are still limited to the scope of private organizations but are still limited to hybrid organizations as parent brands that extend brands to private organizations. A hybrid organization is a term for State-Owned Enterprises (BUMN) which have roles as public and private services [16]. In addition, previous studies have focused more on the same form of market in the form of a perfectly competitive market, in this study on different market forms of brand extension from a monopoly market to a perfectly competitive market with different characteristics. Various previous brand extension studies were still limited to parent brand reputation in the corporate industry that carried out an extended brand reputation in the education industry.

Many factors drive college selection behavior. One of the factors is that high school graduates and their parents prefer public universities because their payment scheme is more affordable than private universities [17]. The university's brand image also influences one's decision to select the target university [13] [14]. Service quality is one of the critical factors affecting the brand image of a university [12]. This concept is defined as a consumer's assessment of the superiority of the organization or product as a whole [18].

This study conducts a descriptive analysis of existing conditions deemed to be related to the choice of APERTI BUMN for pursuing further education. Those conditions are the reasons for choosing a college, family background, high school educational background, and information about BUMN. Furthermore, a cross-tab analysis is conducted to identify the relationship

between perceptions, information, school origin, school status, vocational school, reasons for choosing a university, family background, relatives working in BUMN, and financing for studying on student intention in choosing APERTI BUMN to pursue higher education.

## 2 Methods

This study uses a quantitative approach. The methods used in this research are descriptive analysis and cross-tabbed analysis. Descriptive quantitative analysis and quantitative crosstab are employed to explain the relationship between perception factors that influence the interest in choosing a APERTI BUMN private university (a case study of Pertamina University). This research was conducted from January 2020 to July 2021 at a private university APERTI BUMN in which the case study of Pertamina University was carried out.

The data collected in this study include primary data and secondary data. The primary data were obtained from a direct survey of students, while secondary data were obtained from previously collected data, such as literature studies, BUMN PTS reports, the internet, and institutions related to data sources. The population for the survey was semester 3 to 6 students studying at APERTI BUMN Pertamina University. The online survey was conducted at APERTI BUMN Pertamina University. The sampling for the survey is a probability with stratified sampling.

## 3 Result and discussion

### 3.1 Descriptive analysis

#### 3.1.1 Demographics of research respondents

The profiles of research respondents are divided into several groups including student age, gender, location of residence, ethnicity, study program, choice of APERTI BUMN, and year of entry into APERTI BUMN. Details about the respondents are as follows:

**a) Age**

The distribution of respondents based on age is in the range of 18-19 years old with 31.90%. These students are classified as first-year students or just entering college. 64.70% of the respondents are between 20 to 21 years old. These students are in their final year and approaching the graduation phase. Finally, the smallest distribution is respondents aged 22-23 years with 3.5%. They are postgraduate students or final-year undergraduate students.
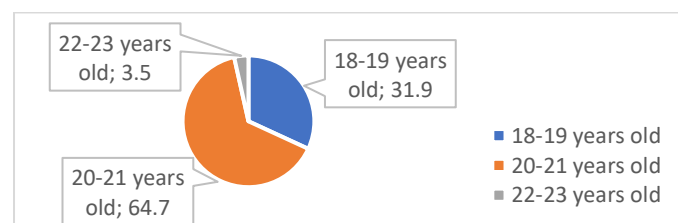


**Fig. 1**. Distribution of respondents based on their age.

The data shows that most of the respondents are aged 20-21 years, this is because that age has begun to mature in understanding changes and mindsets that are starting to form because they are in their late teens. So that they better understand the questions asked. This argument is in line with the statement of Hurlock (2004), adolescents are often referred to as teenagers where there are changes in their psychological, physical, and social conditions. They are at the stage of searching for identity and unstable mindsets [19].

**b) Gender**

Results of the analysis show that the majority of respondents who fill out the questionnaire are male (56.50%), and the remaining 43.5% are female. The percentage of males is higher in public and private universities [5]. Sumar (2015) explains that there is still gender inequality in education in which people still think that education for women is luxurious [20]. Hence, getting a good education for women is not an essential requirement. On the other hand, a higher level of education is considered vital only for boys.
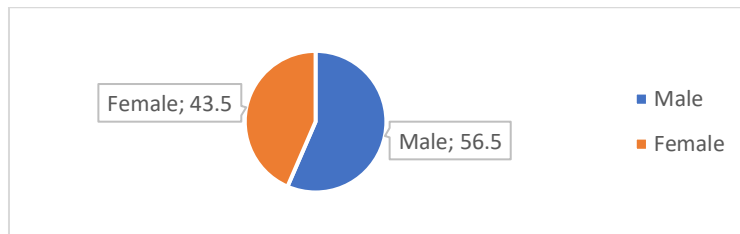


**Fig. 2.** Distribution of respondents by gender.

**c) Location of residence**

The respondent's profile discussed here is the location of residence or place of origin of students. In light of the results obtained, it is identified that 65.60% of respondents came from Java where Pertamina University is located. 23.30% of students came from Sumatra, an island next to Java. Since Sumatra is close to Java, people living there have better access to Pertamina University than people from other islands outside Java. Among the students, 5.6% came from Sulawesi, 3.3% from Kalimantan, and 1.2% from Bali and Nusa Tenggara, Maluku, and Papua.
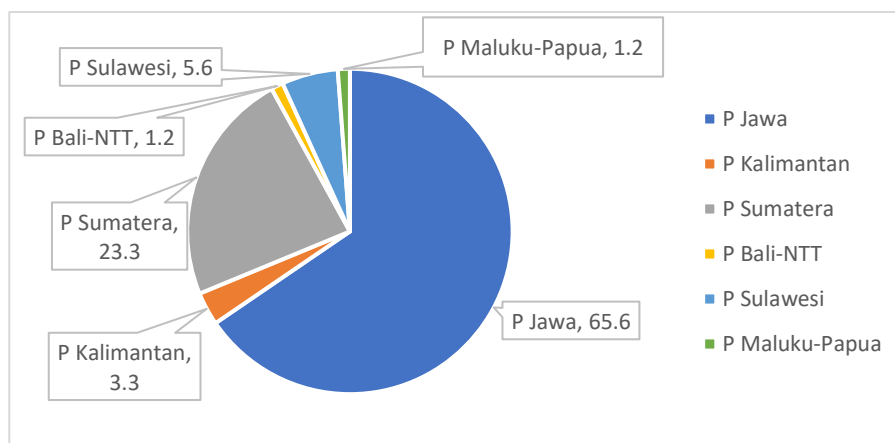
**Fig. 3.** Distribution of respondents by location of residence.

The data shows that there is an influence from the location of the university itself on the interest of students, and the island of Java being the residence of the majority of students is reasonable considering the population in Java, which is more than half (56.1%) of the Indonesian population [4].

**d) Ethnicity**

The distribution of respondents based on ethnicity is mostly dominated by the Javanese at 41.20%, followed by the Batak (13.5%) and Sundanese (11.9%). The next distribution of ethnicity is the Minang (8.1%), Betawi (5.1%), and Malay (4.9%). Indonesia has 1,340 ethnic groups according to the 2010 BPS census. The Javanese are the largest ethnic group in Indonesia, accounting for 41% of the total population (indonesia.go.id). Thus, it is not surprising that the ethnic group dominating this study is the Javanese.
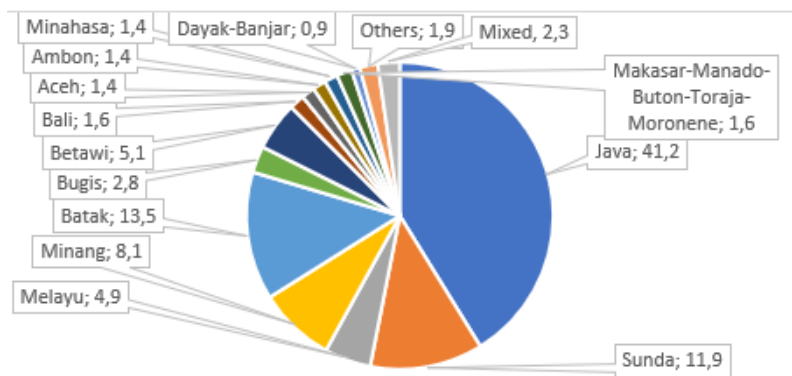


**Fig. 4.** Distribution of respondents based on ethnicity.

**e) Study program**

The total respondents in this study are 430 students from 15 different study programs at Pertamina University. Most of the respondents are from Mechanical Engineering study program as much as 12.8%, followed by Petroleum Engineering (10.7%) and Geological Engineering (9.8%), for non-science study programs such as management is in 4th position (8.8%). The respondents are obtained from the number of students at Pertamina University as many as 1157 students.
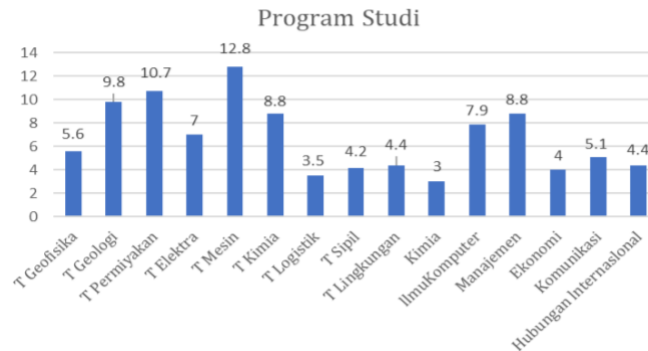
**Fig. 5.** Distribution of respondents based on respondents' majors.

**f) APERTI BUMN choice**

The respondent's profiles based on their selection of universities are 59.3% of respondents choose the APERTI BUMN campus as their first choice, 26% of respondents chose to study at APERTI BUMN as the second choice, and 14.7% of respondents chose the APERTI BUMN campus as their third choice.
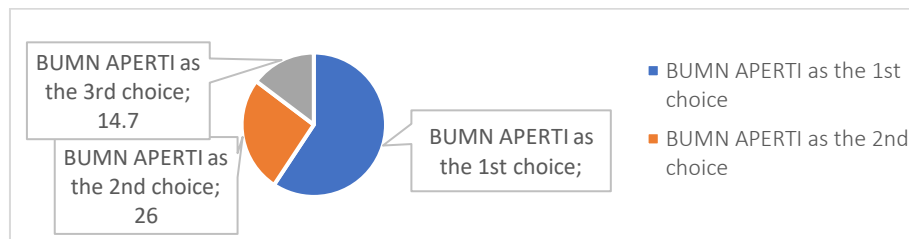


**Fig. 6.** Distribution of respondents based the choice of APERTI BUMN.

The respondents who chose APERTI BUMN as a place to study mentioned that the universities members of APERTI BUMN have specializations that industries need. The high proximity of APERTI BUMN universities to the industry makes implementing the Triple Helix concept (Academic, Business, and Government) possible. In determining which university to attend, students pay attention to factors such as the academic program offered and the possibility of working [21].

One of the reasons high school and vocational high school graduates go straight to college is due to an individual or student's tendency to focus on the object with full attention and accompanied by feelings of pleasure to choose college as a continuation of education to achieve prosperity as aspired after graduation [22].

**3.1.2 Interest in Pertamina University**

Several factors contributed to respondents' interest in APERTI BUMN at the time of the study, including adequate facilities, internship opportunities, networking, and affordable UKT, as explained below:

**Table 1.** Distribution of respondents based on interest in Pertamina University.

| No | Indicator | Respond of Respondents (%) | | |
|---|---|---|---|---|
| | | Agree | Neutral | No effect |
| 1 | Adequate facilities | 49,5 | 47,7 | 2,8 |
| 2 | Scholarship offered | 49,5 | 39,1 | 11,4 |
| 3 | Internship opportunities | 83,7 | 13,7 | 2,6 |
| 4 | Work networking | 76,3 | 19,3 | 4,4 |
| 5 | Affordable tuition | 19,3 | 52,1 | 28,6 |

**a) Adequate facilities**

In this study, 49.5% of respondents agreed that adequate facilities affected student interest in choosing APERTI BUMN as a place to study, whereas 2.8% of students did not consider facilities as a factor that affects their interest in choosing APERTI BUMN. In this study, 47.7% of respondents were neutral and did not respond to this question category.

The results of the analysis show that the facilities affect interest. This is in line with what Prasetyaningrum and Marliana (2020) found in their study that facilities and job prospects have a positive relationship with university selection decisions. For students, libraries, buildings, and classrooms are essential facilities. The school environment comes ahead of adequate facilities in terms of factors that affect students' interest in choosing a school [23].

**b) Scholarship offered**

Almost half (49.5%) of the respondents agreed that the scholarships offered were a factor influencing student interest in choosing the APERTI BUMN campus, whereas 11.4% of respondents did not agree that the scholarships offered were the reason they select Pertamina University. In this question category, 39.1% of students chose a neutral answer.

The impact of Scholarships can range from reducing the financial burden from the high cost of college education to allowing students to find more time and energy to focus on studies rather than part-time work. Scholarships are vital to creating a strong foundation to achieve success in their lives.

**c) Internship opportunities**

As a prestigious energy company in Indonesia, Pertamina attracts people who want to work for it and be a part of its success. As a result of the questionnaire, 83.7% of students said that Pertamina internship opportunities encouraged them to choose Pertamina university. Meanwhile, only 2.6% said this internship opportunity did not influence their decision. In this study, 13.7% of respondents were neutral and did not respond to this question. Internships develop interpersonal skills, teamwork skills, professionalism, and customer management skills. Internships also help students improve their communication, confidence, and self-efficacy. Those with internship experience are more likely to find work and earn more [24].

**d) Work networking**

Berkowitz and colleagues (1988) explain that a social network is a unit of individuals or groups connected through meaningful social relations. It can have an impact on career advancement, job opportunities, and relationships [25]. In this study, 76.3% of respondents agreed that the reason for choosing APERTI BUMN as a place to study was the work network, while 4.4% said that there was no relation between work network and their choice on APERTI BUMN. For this

question category, 39.1% of students were neutral and did not respond to the question, while 19.3% of students chose a neutral answer.

**e) Affordable UKT (single tuition)**

In this category, 28.6% did not agree that the affordable single tuition APERTI BUMN was their reason for choosing Pertamina University. Meanwhile, 19.3% chose Pertamina University because of the affordable single tuition. 52.1% of respondents were neutral and did not respond to this question.

### 3.1.3 College selection

The respondents in the study are divided into several groups, namely university selection and study program selection groups. The followings are the explanations.

**Table 2.** Distribution of Respondents based on College Selection.

| No | Indicator | Respond of the respondents (%) | |
|---|---|---|---|
| | | Yes | No |
| 1 | University selection | 76,3 | 23,7 |
| 2 | Study program selection | 71,6 | 28,4 |

**a) University selection**

PTN (Public Universities) is the first choice for 76.3% of students in this category. PTN is still viewed as more attractive by prospective students than PTS (Private Universities). In addition, 23.7% of respondents did not choose PTN as their first choice.

In Table 3, it can be seen that the ratio of students to institutions has increased sharply, especially at state universities, although the number of state universities remains the same in the 2015 to 2019 period. According to this study, high school graduates still view state universities as their top priority or first choice.

**Table 3.** Number of PTN and PTS in Indonesia in 2015-2019.

| Description | | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|---|
| Number of | **PTN** | 122 | 122 | 122 | 122 | 122 |
| Universities | **PTS** | 3 104 | 3 153 | 3 154 | 3 171 | 3 129 |
| Number of | **PTN** | 1 494 955 | 1 471 076 | 2 211 668 | 2 492 103 | 2 928 403 |
| Students | **PTS** | 4 041 408 | 4 221 867 | 4 712 843 | 4 459 021 | 4 410 761 |
| Ratio Students/ | **PTN** | 12 355 | 12 058 | 18 128 | 20 596 | 24 202 |
| Institution | **PTS** | 1 302 | 1 339 | 1 494 | 1 406 | 1 410 |

Source: Ministry of Research, Technology and Higher Education (2020)

**b) Selection of study program**

In this study, 71.6% of respondents managed to get into the study program of their first choice. Meanwhile, 28.5% said that the study program they took was not their first choice.

### 3.1.4 Description of students' family

**a) Parents' occupations**

In this study, the parents' occupations of the respondents are entrepreneurs (42.8%), civil servants (23.7%), private employees (17.4%), and BUMN/BUMD employees only 6.3 %. 9.8% of respondents answered other than the five categories above. It can be seen from the results above that the majority of respondents' parents work as entrepreneurs, and some of the respondents' parents work as BUMN/BUMD employees (6.3%).
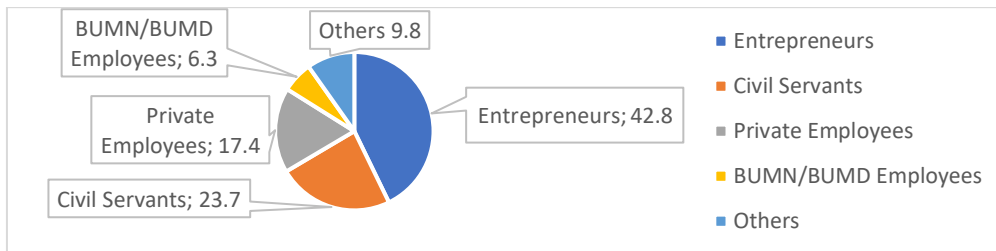


**Fig. 6**. Distribution of Respondents based on Parents' Occupation.

### b) Parents' education

The education of the respondents' parents varies from elementary to high school, diploma, bachelor's, even doctoral. In this study, 43.7% of respondents' parents are D3-S1 graduates, 41.2% are elementary-high school graduates, and 15.1% are S2-S3 (Masters and Doctoral) graduates.
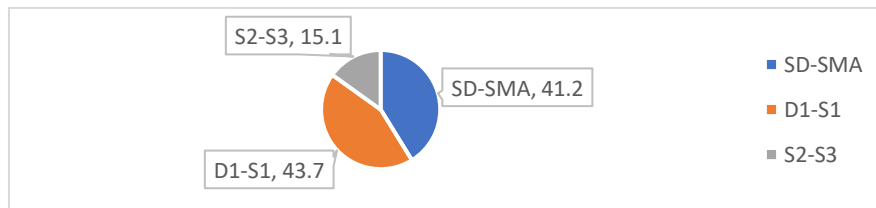


**Fig. 9.** Distribution of Respondents based on Parents' Education.

### c) Parents' income

In this study, the parents' income of the majority of respondents is below 5 million rupiahs (43%), at the level of 5-10 million is 36.3%. Next, there are incomes of 10-15 million (10.7%), above 25 million (5.3%), and the last 15-25 million as much as 4.7%. According to (BPS, 2021), the average income of Indonesia in February 2021 is Rp. 2,860,630, which in this study means that more than half of the respondents' parents have incomes above the Indonesian average.
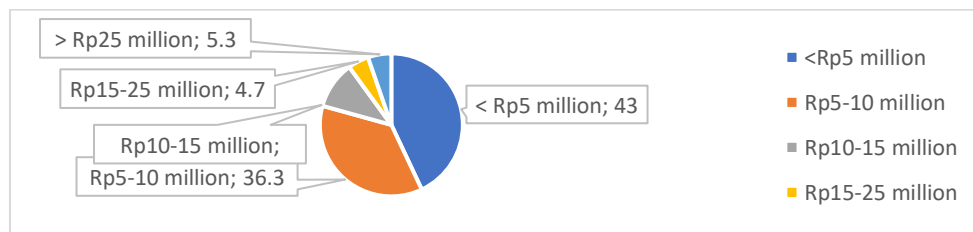


**Fig. 10**. Distribution of Respondents based on Parents' Income.

**d) Family/relatives working in BUMN (State-owned enterprises)**

In this study, 60.7% of respondents did not have family or relatives working in BUMN, while 39.3% of respondents said that they had relatives or relatives working in BUMN.
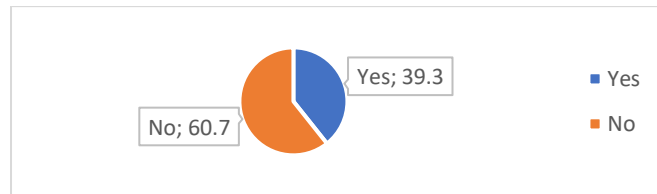


**Fig. 7.** Distribution of Respondents based on Their Family/Relatives Working in BUMN.

**e) Tuition financing**

The results of the questionnaire show that 78.6% of students still depend on their parents to pay for tuition, while for 18.8% of students comes from scholarships, and the remaining 2.6% comes from family or relatives who pay for it.
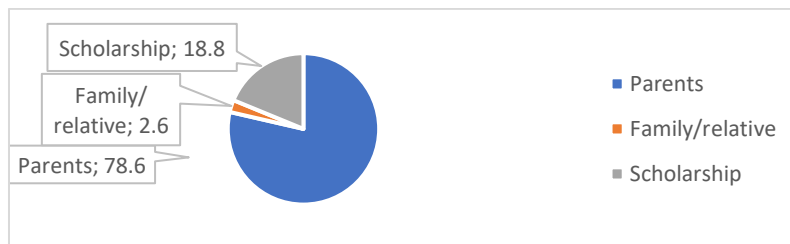


**Fig. 8**. Distribution of Respondents based on Tuition Financing.

The good name of a university is not the only factor that encourages students to continue their studies at a university. Cost is another factor that affects students' decision to continue their studies at a university. It is an important consideration [26].

**3.1.5 Description of the origin of the students' school**

In this study, most of the students were SMA (High School) graduates (88.4%), followed by SMK (Vocationa High School) graduates (6.5%) and Madrasah Aliyah (Islamic High School) (5.1%). Of the 430 respondents who filled out the questionnaire, 69.5% came from public schools. 29.5% came from private schools, and the minority came from national plus schools (0.7%) and international schools (0.2%). Based on their major areas in their high school levels, most of the respondents (80.7%) came from science majors, 13% from social studies majors, and 6,3% from vocational.
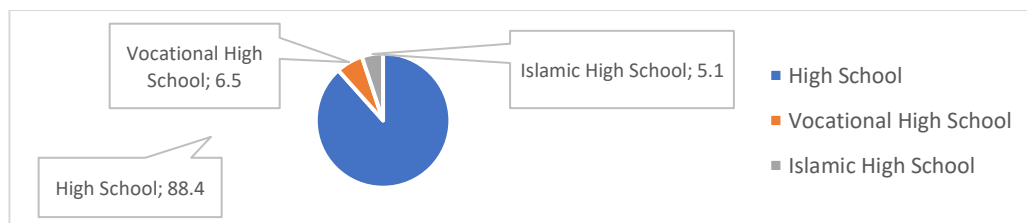


**Fig. 9**. Distribution of Respondents based on Their School Origin.
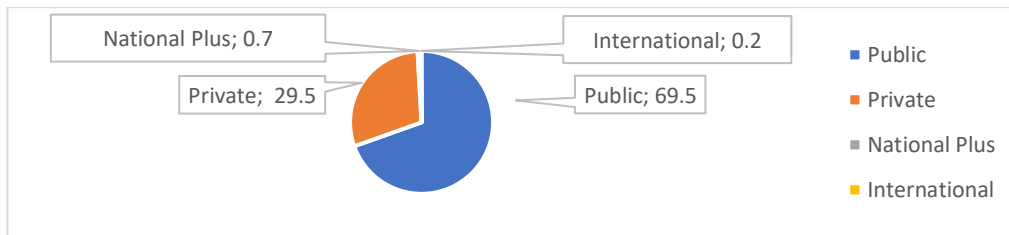
**Fig. 10**. Distribution of Respondents based on Their High School Status.
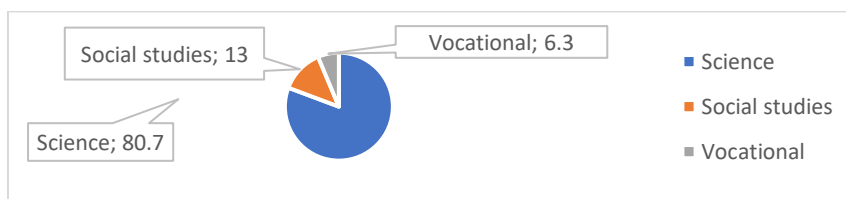


**Fig. 11**. Distribution of Respondents based on Their High School Major Area.

### 3.1.6 Descriptive information on APERTI BUMN

**a) Information on APERTI BUMN**

The respondents received the first information about APERTI BUMN from family/relatives/friends (36.7%), social media (28.8%), schools or teachers (13.5%), print or electronic media (9.5%), company website (9.3%) and 2.1% from other sources.
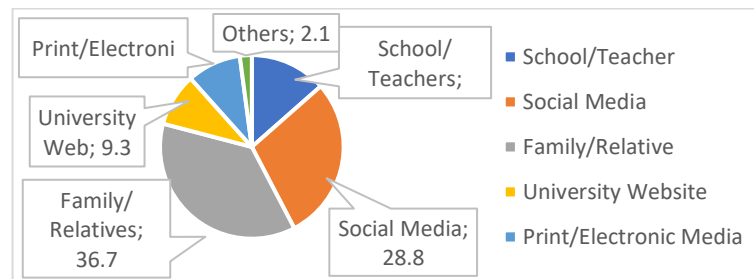


**Fig. 12**. Distribution of Respondents based on Information.

**b) Perception of employment commitment after graduation**

In this study, 68.6% of respondents perceived that APERTI BUMN must have employment commitment to BUMN, while 31.4% did not perceive APERTI BUMN have employment commitment to BUMN.
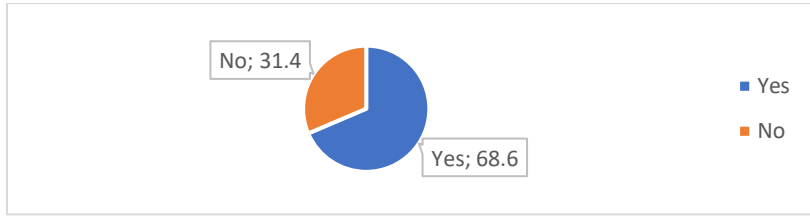
**Fig. 13**. Distribution of Respondents based on Perception of BUMN Placement.

### c) Interest in APERTI BUMN

In this study, 22.6% of the respondents were interested in studying at APERTI BUMN, while 7.4% were not interested in joining APERTI BUMN. And the remaining 70% answered neutral or did not give any tendency.
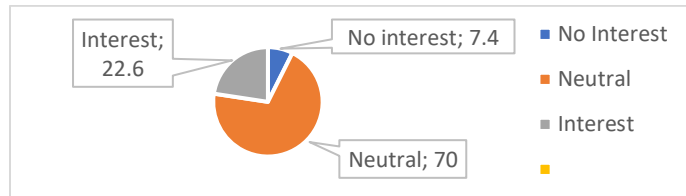


**Fig. 14**. Distribution of Respondents based on Selection for Industry.

### d) Perception of BUMN placement

In this study, 69.3% of respondents perceived that the placement of APERTI BUMN graduates was in BUMN (SOE), while 30.7% did not have the perception that the placement of APERTI BUMN graduates was in BUMN (SOE).
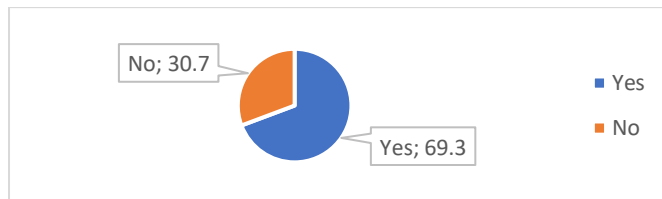


**Fig. 19.** Distribution of Respondents based on Perception of BUMN Placement.

### e) Selection for industry

In this study, 59.5% of respondents chose Pertamina University because of the oil industry and 40.5% said that their selection was not related to the oil industry.
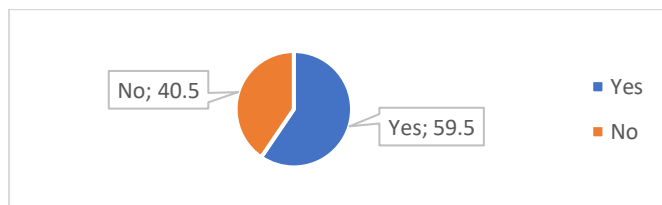


**Fig. 20.** Distribution of Respondents based on Selection for Industry.

### 3.2 Crosstab analysis (crosstab) respondent

**a) Analysis of interest in perception**

Based on the chi-square analysis, it can be shown that the asymp value. Sig. (2-sided) i.e. 0.930, 0.571, and 0.067 where this value is greater than 0.05 (5% significant level) so that it can be interpreted that the perception of official ties, the perception of placement in BUMN, and the perception of choosing APERTI BUMN due to the industry do not have a relationship with student interest in studying at APERTI BUMN.

**Table 4.** Relation between Student Perception and Interest in APERTI BUMN.

| Students' Perception | Interest in APERTI BUMN | | | |
|---|---|---|---|---|
| | No interest | Neutral | Interest | Total |
| **Perception on Employment Commitment (0,930)** | | | | |
| Yes | 21 | 207 | 67 | 295 |
| No | 11 | 94 | 30 | 135 |
| **Total** | **32** | **301** | **97** | **430** |
| **Perception on BUMN Placement (0,571)** | | | | |
| Yes | 23 | 204 | 71 | 298 |
| No | 9 | 97 | 26 | 132 |
| **Total** | **32** | **301** | **97** | **430** |
| **Perception on Interest for Industri (0,067)** | | | | |
| Yes | 16 | 173 | 67 | 256 |
| No | 16 | 128 | 30 | 174 |
| **Total** | **32** | **301** | **97** | **430** |

**b) Analysis of interest in APERTI BUMN based on information**

Based on the chi-square analysis, it can be shown that the asymp value. Sig. (2-sided) which is 0.408 where this value is greater than 0.05 (real level 5%) so it can be interpreted that information about APERTI BUMN has no relationship with student interest in choosing APERTI BUMN as a place to study.

**Table 5**. The Relationship between APERTI BUMN Information and APERTI BUMN Interest.

| APERTI BUMN Info (0,408) | APERTI BUMN Interest | | | |
|---|---|---|---|---|
| | No interest | Neutral | Interest | Total |
| School/Teacher | 5 | 33 | 20 | 58 |
| Social Media | 5 | 89 | 30 | 124 |
| Family/Relatives/Friends | 15 | 115 | 28 | 158 |
| University Website | 3 | 29 | 8 | 40 |
| Print/Electronic Media | 3 | 29 | 9 | 41 |
| Others | 1 | 6 | 2 | 9 |
| **Total** | **32** | **301** | **97** | **430** |

**c) Analysis of interest and secondary school origin**

The chi-square analysis shows that the asymp value. Sig. (2-sided) which is 0.483 where this value is greater than 0.05 (real level 5%) so it can be interpreted that the origin of the school has no relationship with student interest in choosing APERTI BUMN as a place to study.

**Table 6.** Relation between High School Origin and Interest in APERTI BUMN.

| School Origin (0,483) | Intention in SOE APERTI | | | |
|---|---|---|---|---|
| | No interest | Neutral | Interest | Total |
| General High School | 30 | 262 | 88 | 380 |
| Vocational School | 0 | 23 | 5 | 28 |
| Islamic High School | 2 | 16 | 4 | 22 |
| **Total** | **32** | **301** | **97** | **430** |

**d) Analysis of interest and high school status**

The chi-square analysis shows that the asymp value. Sig. (2-sided) which is 0.621 where this value is greater than 0.05 (real level 5%) so it can be interpreted that high school status has no relationship with student interest in choosing APERTI BUMN as a place to study.

**Table 7.** Relation between High School Status and Interest in APERTI BUMN.

| High School Status (0,621) | Intention in APERTI BUMN | | | |
|---|---|---|---|---|
| | No interest | Neutral | Interest | Total |
| Public | 23 | 211 | 65 | 299 |
| Private | 8 | 88 | 31 | 127 |
| National Plus | 1 | 1 | 1 | 3 |
| International | 0 | 1 | 0 | 1 |
| **Total** | **32** | **301** | **97** | **430** |

**e) Analysis of interest and school major area in high school**

The chi-square analysis shows that the asymp value. Sig. (2-sided) which is 0.330 where this value is greater than 0.05 (real level 5%) so it can be interpreted that high school major area of interest has no relationship with student interest in choosing APERTI BUMN as a place to study.

**Table 8.** Relation between High School Major Area and Interest in APERTI BUMN.

| High School Major Area (0,330) | Intention in APERTI BUMN | | | |
|---|---|---|---|---|
| | No Interest | Neutral | Interest | Total |
| IPA (Science) | 26 | 241 | 80 | 347 |
| IPS (Social studies) | 6 | 37 | 13 | 56 |
| Kejuruan (Vocational) | 0 | 23 | 4 | 27 |
| **Total** | **32** | **301** | **97** | **430** |

**f) Interest analysis on factors for choosing Pertamina University**

The chi-square analysis shows that the asymp value. Sig. (2-sided) which are 0.001, 0.015, 0.054 and 0.067 where the internship opportunity factor (0.054) and affordable UKT (0.067). This value is greater than 0.05 (5% significant level) so it can be interpreted that the internship opportunity factor and affordable UKT (0.067) does not have a relationship with student interest in studying at APERTI BUMN.

Adequate facilities factor with asymp value. Sig. (2-sided) 0.001 is a factor related to student interest in studying at APERTI BUMN. Agrey and Lampadan (2014) classify facilities in two conditions. The first one is the main system such as a learning environment and the potential for good job prospects, and the second one is the support system that can be explained in terms of physical facilities such as the existence of a bookstore, and guidance and counseling office. In their research, these facilities are the most powerful factors influencing students' decisions in choosing a university [27]. This shows that students like institutions that provide an updated learning environment and modern facilities as well as a pleasant campus aesthetic.

As for the scholarship factor offered with the asymp value. Sig. (2-sided) 0.015 is a factor related to student interest in studying at APERTI BUMN. These results are supported by the research of Khadijah and colleagues (2017) where encouragement in the form of external motivation will affect the attitude or decision that will be taken by someone. One of the external motivations is the provision of scholarships as an incentive for students to continue their education to the university level [28].

**Table 9.** Relation between Factors for Choosing Pertamina University and Interest in APERTI BUMN.

| Reasons for Selecting | Intention in APERTI BUMN | | | |
|---|---|---|---|---|
| | No interest | Neutral | Interest | Total |
| **Adequate Facilities (0,001)** | | | | |
| Agree | 10 | 136 | 67 | 213 |
| Neutral | 21 | 157 | 27 | 205 |
| Diasagree | 1 | 8 | 3 | 12 |
| Total | 32 | 301 | 97 | 430 |
| **Scholarships Offered (0,015)** | | | | |
| Agree | 14 | 138 | 61 | 213 |
| Neutral | 11 | 129 | 28 | 168 |
| Disagree | 7 | 34 | 8 | 49 |
| Total | 32 | 301 | 97 | 430 |
| **Internship Opportunities (0,054)** | | | | |
| Agree | 26 | 244 | 90 | 360 |
| Neutral | 4 | 49 | 6 | 59 |
| Disagree | 2 | 8 | 1 | 11 |
| Total | 32 | 301 | 97 | 430 |
| **Affordable UKT (0,067)** | | | | |
| Agree | 6 | 55 | 22 | 83 |
| Neutral | 11 | 168 | 45 | 224 |
| Disagree | 15 | 78 | 30 | 123 |
| **Total** | **32** | **301** | **97** | **430** |

**g) Analysis of interests and parents' profession**

The chi-square analysis shows that the asymp value. Sig. (2-sided) which is 0.699 where this value is greater than 0.05 (real level 5%) so it can be interpreted that the profession of parents of respondents has no relationship with student interest in choosing APERTI BUMN as a place to study.

**Table 10.** Relation between Parents' Profession and Interest in APERTI BUMN.

| Parents' Profession (0,699) | Intention in APERTI BUMN | | | |
|---|---|---|---|---|
| | No interest | Neutral | Interest | Total |
| Civil Servants | 7 | 74 | 21 | 102 |
| Private Employees | 9 | 52 | 14 | 75 |
| BUMN/BUMD Employees | 1 | 19 | 7 | 27 |
| Enterpreneurs | 14 | 125 | 45 | 184 |
| Others | 1 | 31 | 10 | 42 |
| **Total** | **32** | **301** | **97** | **430** |

**h) Analysis of interest and parents' education**

The chi-square analysis shows that the asymp value. Sig. (2-sided) which is 0.699 where this value is greater than 0.05 (significant level 5%) so it can be interpreted that the education of the

parents of the respondents has no relationship with student interest in choosing APERTI BUMN as a place to study.

**Table 11.** Analysis of Relation between Interest and Parents' Education.

| Parents' Education (0,174) | Intention APERTI BUMN | | | |
|---|---|---|---|---|
| | No interest | Neutral | Interest | Total |
| SD-SMA (Elementary-High Schools) | 9 | 124 | 44 | 177 |
| D1-S1 (Diploma and Undergraduate Education) | 20 | 132 | 36 | 188 |
| S2-S3 (Masters and Doctoral) | 3 | 45 | 17 | 65 |
| **Total** | **32** | **301** | **97** | **430** |

**i) Analysis of interest and parents' income**

The chi-square analysis shows that the asymp value. Sig. (2-sided) which is 0.564 where this value is greater than 0.05 (real level 5%) so it can be interpreted that the income of the respondent's parents has no relationship with student interest in choosing APERTI BUMN as a place to study.

**Table 12.** Analysis of Relation between Interest and Parents' Income.

| Parents' income (0,564) | Intention in APERTI BUMN | | | |
|---|---|---|---|---|
| | No interest | Neutral | Interest | Total |
| Under Rp. 5 million | 10 | 135 | 40 | 185 |
| Rp. 5 - 10 million | 15 | 100 | 41 | 156 |
| Rp. 10 - 15 million | 4 | 32 | 10 | 46 |
| Rp. 15 - 25 million | 1 | 17 | 2 | 20 |
| Above 25 million | 2 | 17 | 4 | 23 |
| **Total** | **32** | **301** | **97** | **430** |

**j) Analysis of interest and families and relatives in BUMN**

The chi-square analysis shows that the asymp value. Sig. (2-sided) which is 0.883 where this value is greater than 0.05 (real level 5%) so it can be interpreted that there is no relationship between respondents who have or do not have family and relatives in BUMN and student interest in choosing APERTI BUMN as a place to study.

**Table 13.** Relation between Interest and Family and Relatives in APERTI BUMN.

| Family/Relatives (0,833) | Intention in APERTI BUMN | | | |
|---|---|---|---|---|
| | No interest | Neutral | Interest | Total |
| Yes | 11 | 120 | 38 | 169 |
| No | 21 | 181 | 59 | 261 |
| **Total** | **32** | **301** | **97** | **430** |

**k) Analysis of interest and tuition financing at APERTI BUMN**

The chi-square analysis shows that the asymp value. Sig. (2-sided) which is 0.689 where this value is greater than 0.05 (real level 5%) so it can be interpreted that the respondent's tuition

financing has no relationship with student interest in choosing APERTI BUMN as a place to study.

**Table 14.** Relation between interest and tuition financing in APERTI BUMN.

| College Financing (0,689) | Intention in APERTI BUMN | | | |
|---|---|---|---|---|
| | No interest | Neutral | Interest | Total |
| Parents | 26 | 240 | 72 | 338 |
| Relatives | 0 | 8 | 3 | 11 |
| Scholarships | 6 | 53 | 22 | 81 |
| **Total** | **32** | **301** | **97** | **430** |

## 4 Conclusion

Based on the analysis, it can be concluded that adequate facilities factor is a factor that has a close relationship with student interest in studying at APERTI BUMN. This shows that students prefer institutions that provide an updated learning environment, modern facilities, and a pleasant campus aesthetic. Meanwhile, the scholarships offered are another factor related to student interest in studying at APERTI BUMN.

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