

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh motivasi kualitas, persepsi biaya, dan citra universitas terhadap minat berkuliah di prodi Manajemen Universitas Ma Chung. Jenis penelitian ini menggunakan pendekatan kuantitatif dan teknik non-probability sampling sebagai teknik pengambilan sampel dengan kriteria responden merupakan siswa-siswi yang duduk di bangku SMA atau SMK yang memiliki keinginan melanjutkan studi ke perguruan tinggi dengan minat pada prodi Manajemen. Data diperoleh melalui kuesioner secara online. Berdasarkan penelitian ini, variabel motivasi kualitas, persepsi biaya, dan citra universitas berpengaruh positif terhadap minat berkuliah di Prodi Manajemen Universitas Ma Chung dengan nilai uji F hitung sebesar $14,794 > F$ tabel 2.467 dengan signifikansi $0,000 < 0,05$. Hasil Uji t juga memberi kesimpulan tentang pengaruh dari ketiga variabel ini terhadap minat berkuliah di Prodi Manajemen Universitas Ma Chung. Dengan variabel motivasi kualitas yang memiliki thitung $4,079 > t$ tabel 1,985 dengan signifikansi sebesar 0,000 yang artinya variabel ini berpengaruh secara signifikan terhadap minat berkuliah di Prodi Manajemen Universitas Ma Chung, variabel persepsi biaya dengan thitung $1,756 > t$ tabel 1,985 dengan signifikansi $0,082 < 0,05$ yang berarti variabel ini tidak berpengaruh secara signifikan terhadap minat berkuliah di Prodi Manajemen Universitas Ma Chung, dan variabel citra universitas dengan thitung $0,913 > t$ tabel 1,985 dengan signifikansi $0,364 > 0,05$ yang berarti variabel ini tidak berpengaruh secara signifikan terhadap minat berkuliah di Prodi Manajemen Universitas Ma Chung. Motivasi kualitas, Persepsi biaya, dan Citra universitas berpengaruh terhadap minat berkuliah di Prodi Manajemen Universitas Ma Chung sebesar 29,5% dan sisanya yaitu sebesar 70,5% dipengaruhi oleh variabel lain diluar penelitian ini.

Kata Kunci: Motivasi Kualitas, Persepsi Biaya, Citra Universitas, Minat berkuliah, Prodi Manajemen, Universitas Ma Chung.

ABSTRACT

This study aims to determine how the influence of quality motivation, cost perception, and university image on interest in studying at Ma Chung University Management study program. This type of research uses quantitative approaches and non-probability sampling techniques as sampling techniques with the criteria of respondents being students who are in high school or vocational school who have the desire to continue their studies to universities with an interest in Management study programs. Data was obtained through an online questionnaire. Based on this study, the variables of quality motivation, cost perception, and university image have a positive effect on interest in studying at Ma Chung University Management Study Program with a calculated F test value of $14.794 > F_{table} 2,467$ with a significance of $0.000 < 0.05$. The results of the t test also provide conclusions about the influence of these three variables on the interest in studying at Ma Chung University Management Study Program. With a quality motivation variable that has a tcount of $4.079 > t_{table} 1.985$ with a significance of 0.000 which means that this variable has a significant effect on interest in studying at Ma Chung University Management Study Program, cost perception variable with a calculation of $1.756 > t_{table} 1.985$ with a significance of $0.082 < 0.05$ which means this variable does not have a significant effect on interest in studying at Ma Chung University Management Study Program, and the university image variable with a calculation of $0.913 > t_{table} 1.985$ with a significance of $0.364 > 0.05$ which means that this variable does not have a significant effect on interest in studying at Ma Chung University Management Study Program, and the university image variable with a calculation of $0.913 > t_{table} 1.985$ with a significance of $0.364 > 0.05$ which means that this variable does not significantly affect the interest in studying at Ma Chung University Management Study Program. Quality motivation, cost perception, and university image affect the interest in studying at Ma Chung University Management Study Program by 29.5% and the remaining 70.5% is influenced by other variables outside this study.

Keywords: *Quality Motivation, Cost Perception, University Image, Interest in studying, Management Study Program, Ma Chung University.*