



## Analysis of Student Interests and Decisions in Choosing a Postgraduate Program at Air Marshal Suryadharma University

Muhammad Ichsan

The Aerospace Air Chief Marshal Suryadharma University, Jakarta  
[231173015@students.unsurya.ac.id](mailto:231173015@students.unsurya.ac.id)

**Abstract:** The postgraduate program is a master's education program aimed at undergraduate students to continue their education studies to the next level. The purpose of this master's/ postgraduate education is intended for individuals to get a job with good qualifications. The level of majors in the postgraduate program is more specific than the undergraduate program. The purpose of this paper is to analyze students' interests and decisions in choosing a postgraduate program at Air Marshal Suryadharma University. This research method uses literature review research using a qualitative approach. The result obtained the percentage obtained from the transition of students to masters from undergraduate is 4.46 percent. In determining the consideration of postgraduate selection, a student must think carefully regarding his decision-making. The influencing factors include interest, control, norms, and attitudes. The conclusion obtained is that students' decisions in choosing a postgraduate program can be influenced by interest factors at Air Marshal Suryadharma University. A student is a student who has an adult age domain, so he has full rights in decision-making. In determining the consideration of postgraduate selection, a student must think carefully regarding his decision-making.

**Keywords:** interest, decision, postgraduate

### INTRODUCTION

Air Marshal Suryadharma University is a private university under the auspices of the Indonesian Air Force and its implementation is carried out by Adi Usaha Foundation (YASAU). Currently, Air Marshal Suryadharma University has two postgraduate programs, namely a master's in management and a master's in law. The postgraduate program is a master's education program aimed at undergraduate students to continue their educational studies to the next level (Hartanto, 2020). The purpose of this master's/ Postgraduate education is intended for individuals to get a job with good qualifications (Priadi, et al., 2019).

The level of majors in the postgraduate program is more specific than the undergraduate program (Putri & Ratnawati, 2021).

According to literature studies, the main factor in making postgraduate program selection decisions by prospective students is influenced by interest (Ismanto, 2017). Interest is a feeling that arises within an individual of interest in an object (Charli, et al., 2019). In the field of learning, interest can arise to generate achievement and learning outcomes (rasam & Sari, 2018). In general, interest has a connection with the talent possessed by individuals. If these two things are combined, then someone will have expertise in a particular field. In creating expertise, it takes a quality education that can support achievement (Farchan, 2018).

Decision-making in choosing a postgraduate study program is an individual action. At Air Marshal Suryadharma University, it was explained that most postgraduate students choose the study program based on their interests. Interest from individuals does not have to arise when the students are fresh graduates from the undergraduate level. However, the postgraduate program can be taken by those who already have work experience, so the discussion process in the classroom is broader and the knowledge of postgraduate students can be even wider through sharing various kinds of experience from each individual (Rahmat, 2019).

The problem began to be found when it was discovered that graduate students at Air Marshal Suryadharma University took postgraduate study programs not based on their interests. There is a small part of them to continue their postgraduate studies based on the thought of getting a better job compared to the undergraduate level. As is known, interest has an important role in decision making to choose a postgraduate study program (Fitria, et al., 2020).

Based on lecture activities, graduate students who have the mindset of getting a better quality job are good. However, the fact in the field, they have difficulty conducting group discussions, arguing, and absorbing new knowledge from lecturers. This is due to the lack of student's interest in participating in learning activities. They prioritize grades and graduate certificates over the knowledge gained.

Previous research by Galib & Hidayat (2020) explained that a student is a student who has an adult age domain, so he has full rights in decision-making. In determining the consideration of postgraduate selection, a student must think carefully regarding his decision-making. The influencing factors include interest, control, norms, and attitudes. Based on this, it can be known that decision-making in choosing a postgraduate program can be influenced by factors of interest, control, norms, and attitudes. Based on this, universities need to know the problem in the field, so that universities can determine strategies or approaches to attract prospective students to choose postgraduate programs offered to the community. The focus of this discussion is on interest which explains from the research result the value of the t table is 1.9949 while the t count is 4.785. Based on these results it is known that  $t \text{ table} < t \text{ count}$  so that students' decisions in making decisions to choose postgraduate study programs are influenced by students' interests.

Based on the explanation above, the author took the title "Analysis of Student Interest and Decisions in Choosing a Postgraduate Program at Air Marshal Suryadharma University". The purpose of this writing is to analyze student interests and decisions in choosing a postgraduate program at Air

Marshal Suryadharma University. The limitations used in this writing are only based on qualitative writing methods.

## LITERATURE REVIEW

**Interest.** Merriam-Webster Dictionary defines "interest" as "the feeling of wanting something". Oxford Dictionary adds that interest is "a quality that arouses curiosity or attracts attention," or "a quality of doing something for pleasure or learning. Interest is a condition where there is a feeling of desire for something meaningful or valuable for someone (Risha Devani, 2015). According to Febby Kamila, 2019 Interest is a relationship between oneself and something outside. The greater the relationship, the greater the interest desired. If someone is interested in something, they will tend to pay attention to that thing.

**Decision.** According to Wirawan (in Idham Fahmi & Hapzi Ali, 2022) Decision is defined as the process of analyzing a problem, identifying alternative solutions, selecting the best alternative to solve the problem, making the decision, and evaluating the implementation decision. Cambridge Dictionary adds that decision is "a decision made about something after considering several options". Rezza Zulfi Assakhir & Dudi Permana (2021) state that decisions making a postgraduate program can be influenced by place, marketing communication, price perception, and service quality.

**Postgraduate.** The postgraduate program is a master's education program aimed at undergraduate students to continue their educational studies to the next level (Hartanto, 2020). The purpose of this master's/ Postgraduate education is intended for individuals to get a job with good qualifications (Priadi, et al., 2019). The level of majors in the postgraduate program is more specific than the undergraduate program (Putri & Ratnawati, 2021).

This research explains students' interests and decisions in choosing a postgraduate program at Air Marshal Suryadharma University using six research results. The research can be seen in the following table:

**Table 1.** Research Results

No	Title	Author	Objective	Analysis Result
1.	<i>"Analisis Pengaruh Persepsi Mahasiswa Pada Unsur-Unsur Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Program S2 (Pasca Sarjana)"</i>	Ismanto, 2017	Aims to describe student decisions in choosing a Postgraduate program through several elements of the marketing mix in higher education	According to literature studies, the selection of postgraduate programs can be influenced by prospective students' decisions and interest factors. The benefit of a college or university can be felt by all members of society who can provide impact and usefulness in the field of education. The positive impact of the existence of higher education, where education can be taken by students can provide concrete evidence regarding the profit earned.

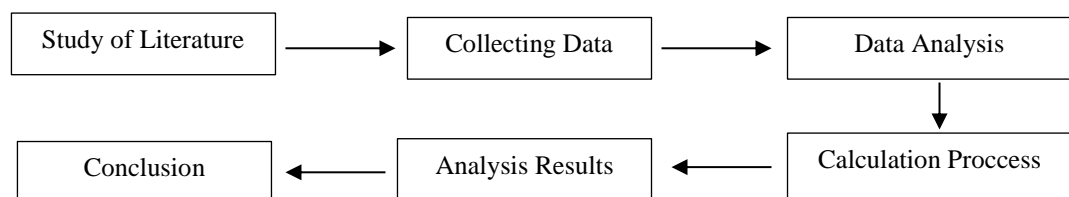
2.	<p><i>“Faktor-faktor yang Memengaruhi Minat Mahasiswa Mengikuti Program Sinergi (S1-S2) Sekolah Pascasarjana”</i></p>	<p>Hariyadi, et al., 2022</p>	<p>Aims to describe factors that influence the interest of prospective students in postgraduate programs available at universities.</p>	<p>According to the study, it was explained that after students graduated from undergraduate programs, they preferred to continue their life at the level of marriage. according to the interview, data shows that most individuals find it very difficult to divide their time between their master’s degree and their post-marital life so most of them choose to take care of post-wedding needs</p>
3.	<p><i>“Analisis faktor-faktor yang memengaruhi keputusan mahasiswa memilih program pascasarjana”</i></p>	<p>Mahmudah, et al., 2019.</p>	<p>Aiming to find out about the decision to choose postgraduate studies that are made by students on campus or at university.</p>	<p>This literature study, explains that the factors that influence decisions in the selection of continuing postgraduate programs include self-will, promotion, and products. In addition, the selection of postgraduate study programs can be influenced by internal factors and external support. Internal factors include physical evidence, people, process, location, promotion, price, and product. Meanwhile, external support factors include self-will, availability of sponsors, and assignments from agencies or institutions.</p>
4.	<p><i>“Postgraduate Student Behavior in Choosing College Destination: Case Study in State University of Malang Indonesia”</i></p>	<p>Sudarmiatin, 2017</p>	<p>The purpose is to describe and analyze student behavior when choosing a university.</p>	<p>Based on this literature study, tuition costs are believed to be the reason students are less interested in pursuing postgraduate programs. Public perception of UM remains the same as IKIP Malang. Therefore, the existence of non-educational learning programs for graduate students is still largely unknown in society. The university selection process undertaken by UM management graduate students includes the following stages needs analysis, information search, alternative selection, and decision-making.</p>



5.	"Decision Analysis of Selecting Postgraduate Programs Through Place, Marketing Communication, Price Perception And Service Quality"	Assakhir & Permana, 2021	Aims to analyze decision-making analysis for choosing a graduate program through location, marketing communications, price perception, and service quality.	Students' decisions in choosing a postgraduate program can be influenced by location, marketing communication, price perception, and service quality. Based on that result the universities should provide information for consumers regarding access and public transportation through advertisements or social media. Apart from that, universities also need to provide information regarding prices, facilities, and learning programs to attract students' interest in making decisions
6.	<i>"Faktor-Faktor Yang Mempengaruhi Keputusan Mahasiswa Dalam Memilih Program Studi Pada Perguruan Tinggi"</i>	Galib & Hidayat, 2020	Aims to describe the reasons for choosing a study program in university, which is done directly by students.	The influencing factors include interest, control, norms, and attitudes. The focus of this discussion is on interest which explains from the research result the value of the t table is 1.9949 while the t count is 4785. Based on these results, it is known that t table < t count, so that students' decisions in making decisions to choose postgraduate study programs are influenced by the interests of students themselves.

## METHODS

This research method uses literature review research using a qualitative approach from several studies that other researchers have conducted. The literature study method is a process of collecting library data, reading, recording, and processing research materials that aim to support the research activities to be carried out, according to Zed in Kartiningsih's research (2015). The following is Figure 1 which explains the researcher's framework of thinking, namely:



**Figure 1.** Researcher's Framework  
Source: (Utami, et al., 2021)

Data collection techniques through literature studies are sourced from Google Scholar search, Researchgate, and Google databases. The keywords used are “Analysis of Student Interest and Decisions in Choosing Postgraduate Programs at Air Marshal Suryadharma University”.

## RESULT AND DISCUSSION

Based on the literature review Table 1 above can be seen the Postgraduate program is one of the advanced programs for undergraduate students. Universities are known as one of the institutions in the organization of national education. This has been stipulated in the 1945 Constitution which explains that education is one of the rights of Indonesian citizens. According to literature studies, the selection of postgraduate programs can be influenced by prospective students' decisions and interest factors. The benefit of a college or university can be felt by all members of society who can provide impact and usefulness in the field of education. The positive impact of the existence of higher education, where education can be taken by students can provide concrete evidence regarding the profit earned (Ismanto, 2017).

Decision-making in choosing a postgraduate study program is an individual action. Air Marshal Suryadharma University explained that most postgraduate students choose the study program based on their interests. Postgraduate program is one of the advanced programs for undergraduate students. Universities are known as one of the institutions in the organization of national education. This has been stipulated in the 1945 Constitution which explains that education is one of the rights of Indonesian citizens. According to literature studies, the selection of postgraduate programs can be influenced by prospective students' decisions and interest factors. The benefit of a college or university can be felt by all members of society who can provide impact and usefulness in the field of education. The positive impact of the existence of higher education, where education can be taken by students can provide concrete evidence regarding the profit earned (Hariyadi, et al., 2022).

There are four stages in the decision to take a postgraduate program at Air Marshal Suryadharma University, including needs analysis, information searching, alternative selection, and making decisions (Sudarmiati, 2017). As for the literature study, it explains that the factors that influence decisions in the selection of continuing postgraduate programs include self-will, promotion, and products. In addition, the selection of postgraduate study programs can be influenced by internal factors and external support. Internal factors include physical evidence, people, process, location, promotion, price, and product. Meanwhile, external support factors include self-will, availability of sponsors, and assignments from agencies or institutions. Based on these factors, a student will make decisions regarding the selection of study programs. For universities, they will continue to develop strategies to increase the number of students, through distributing pamphlets, brochures, banners, and so on (Mahmudah, et al., 2019).

College Students' decisions in choosing a postgraduate program can be influenced by location, marketing communication, price perception, and service quality. Based on that result the universities should provide information for consumers regarding access and public transportation through advertisements or social media to make it easier for consumers to get information and could more easily choose to come to college. Apart from that, universities also need to

provide information regarding prices, facilities, and learning programs to attract students' interest in making decisions (Assakhir & Permana, 2021).

College students are who have an adult age domain, so they have full rights in decision-making. In determining consideration selection postgraduate selection, a student must carefully consider related to his decision-making. The influencing factors include interest, control, norms, and attitudes. Based on this, it can be seen that decision-making in choosing a postgraduate program can be influenced by factors of interest, control, norms, and attitude. Universities need to know the problems in the field so that universities can determine strategies or approaches to attract prospective students to choose the postgraduate programs offered to them. The focus of this discussion is on interest which explains from the research result the value of the t table is 1.9949 while the t count is 4785. Based on these results, it is known that t table < t count, so that students' decisions in making decisions to choose postgraduate study programs are influenced by the interests of students themselves (Galib & Hidayat, 2020).

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

The conclusion that can be drawn is a college student is a student who has an adult age domain, so he has full rights in decision-making. In determining the consideration of postgraduate selection a student must think carefully about his own decision making. The process of choosing Air Marshal Suryadharma University conducted by college students is through the following stages needs analysis, information searching, alternative selection, and making decisions. The students' decisions in choosing a postgraduate program can be influenced by interest factors at Air Marshal Suryadharma University. The interest factors are also influenced by several factors, namely price, service quality, promotions, products, university location, and so on.

### Suggestion

Based on the conclusions above, the suggestions are addressed to future authors to continue this writing by adding some quantitative data so that the research results are more valid, feasible, and accountable. Then readers should deepen their knowledge related to the relationship between interest and student decisions in choosing a postgraduate program so that the knowledge gained is broader.

## REFERENCE

- Assakhir, R.Z., & Permana, D. (2021). Decision Analysis of Selecting Postgraduate Programs Through Place, Marketing Communication, Price Perception, and Service Quality. *DIJMS (Dinasti International Journal of Management Science)*, **2(3)**, 446-455.
- Charli, L., Ariani, T., & Asmara, L. (2019). Hubungan Minat Belajar Terhadap Prestasi Belajar Fisika. *SPEJ (Science and Physic Education Journal)*, **2(2)** 52-60.

- Devani, R. (2015). Pengaruh Motivasi Terhadap Minat Mahasiswa Akuntansi Dalam Melanjutkan Studi Pascasarjana Magister Akuntansi. *Tesis. Program Studi Akuntansi Universitas Kristen Satya Wacana.*
- Fahmi, I., & Ali, H. (2022). Determination of Career Planning and Decision Making: Analysis of Communication Skills, Motivation and Experience. *DIJMS (Dinasti International Journal of Management Science)*, **3(5)**, 823-835.
- Farchan, F. (2018). Strategi MSDM Sebuah Cara Menciptakan Kinerja Organisasi Dalam Mencapai Keunggulan Bersaing. *Risâlah, Jurnal Pendidikan Dan Studi Islam*, **4(1, March)**, 42-52.
- Fitria, N., Ulfah, U., & Arifudin, O. (2020). Analisis Faktor-Faktor Terhadap Pengambilan Keputusan Calon Mahasiswa Untuk Memilih Jurusan Pendidikan Agama Islam. *Jurnal Al-Amar: Ekonomi Syariah, Perbankan Syariah, Agama Islam, Manajemen Dan Pendidikan*, **1(2)**, 120-127.
- Galib, M., & Hidayat, M. (2020). Faktor-Faktor Yang Mempengaruhi Keputusan Mahasiswa Dalam Memilih Program Studi Pada Perguruan Tinggi. *Akmen Jurnal Ilmiah*, **17(2)**, 173-182.
- Hariyadi, E., Cahyadi, E. R., & Slamet, A. S. (2022). Faktor-faktor yang Mempengaruhi Minat Mahasiswa Mengikuti Program Sinergi (S1-S2) Sekolah Pascasarjana. *Jurnal Aplikasi Bisnis dan Manajemen (JABM)*, **8(3)**, 996-996.
- Hartanto, C. F. B. (2020). Analisis tata kelola standar pendidik dan tenaga kependidikan pada pendidikan tinggi vokasi kemaritiman di Indonesia. *Jurnal Sains Teknologi Transportasi Maritim*, **2(1)**, 22.
- Ismanto, J. (2017). Analisis Pengaruh Persepsi Mahasiswa Pada Unsur-Unsur Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Program S2 (Pascasarjana). *Jurnal Ilmiah Econosains*, **15(1)**, 125-143.
- Kamilla, F. (2019). Pengaruh Promosi, Motivasi Dan Harga Terhadap Minat Kuliah Program Pasca Sarjana Sekolah Tinggi Ilmu Ekonomi Indonesia (STEI). *Jurnal Akuntansi Dan Manajemen*, **15(2)**, 1 - 12.
- Mahmudah., Baga, M. B., & Amanah, S. (2019). Analisis faktor-faktor yang memengaruhi keputusan mahasiswa memilih program pascasarjana. *TADBIR MUWAHHID*, **3(2)**, 97-117.
- Priadi, A. A., Cahyadi, T., & Purba, D. (2019). Desain Model Instrumen Penyetaraan Nakhoda Kapal Untuk Jabatan Dosen Melalui Rekognisi Pembelajaran Lampau (RPL). *Jurnal Penelitian Transportasi Laut*, **21(2)**, 42.
- Putri, K. P., & Ratnawati, I. (2021). Analisis Pengaruh Brand Image, Biaya Pendidikan, Dan Fasilitas Pendidikan Terhadap Keputusan Mahasiswa Melanjutkan Studi Pada Program Diploma III Fakultas Ekonomi Universitas Diponegoro Semarang (Doctoral dissertation, Universitas Diponegoro).
- Rahmat, P. S. (2019). *Strategi belajar mengajar*. Pt. Scopindo Media Pustaka.
- Rasam, F., & Sari, A. I. C. (2018). Peran kreativitas guru dalam penggunaan media belajar dan minat belajar dalam meningkatkan prestasi belajar



peserta didik SMK di Jakarta Selatan. *Research and Development Journal of Education*, **5(1)**, 95-113.

Sudarmiati. (2017). Postgraduate Student Behavior in Choosing College Destination: Case Study in State University of Malang Indonesia. *International Journal of Economic Research*, **14**, 143-152.

Utami, K. N., Wulandari, H., Mahendra, M. Y., & Safitri, D. (2023). Analisis Bangunan Bersejarah Kota Tua Berdasarkan Filosofi Flaneur. *CaLLs: Journal of Culture, Arts, Literature, and Linguistics*, **9(1)**, 53-64.