

Exploration Of Student Motivation: Factors That Form The Decision to Choose A Tourism Study Program Faculty of Law And Tourism Design IIB Darmajaya

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Abstract

Tourism is one of the leading industries that is growing rapidly in the world today. This increase has the potential to reduce the unemployment rate. The purpose of this research is to create a SWOT analysis to determine the strengths and weaknesses of the Tourism Study Program as well as take advantage of marketing opportunities and overcome threats to the Higher Education business environment. Identify the dominant factors that make students interested in enrolling in the Tourism Study Program. It was using factor analysis to develop a holistic marketing strategy for the Tourism Study Program. The method in this research uses. The test tool in this research is the Cochran Q Test. The data processing results can conclude that 5 attributes form factors of prospective students' interest in the Tourism Study Program. Namely Ease of getting a job, Can Learn Digital Tourism Applications, In line with tourism developments, Want to deepen tourism knowledge, Combination of gastronomy, management and technology. Based on the results of this factor analysis, the Marketing Bureau at IIB Darmajaya can design a marketing campaign that focuses on the 5 attributes that have been identified.

Keywords: SWOT, Tourism, Consumer Interest, Purchasing Decisions.

A. INTRODUCTION

The tourism sector is a major pillar in contributing to the national economy, as reflected in the value of tourism foreign exchange, the contribution of tourism's Gross Domestic Product (GDP), and the growth of the workforce in this sector. Data on the development of tourism's foreign exchange and GDP values show a significant upward trend during the 2011-2019 period.

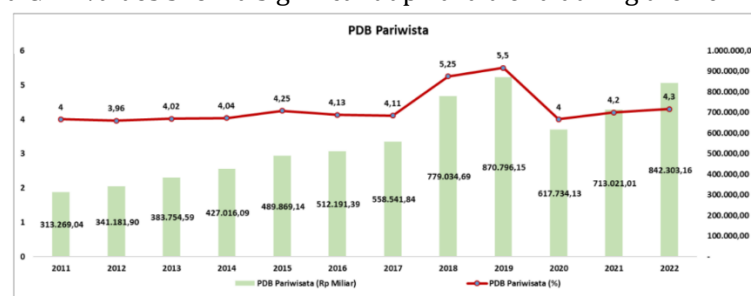


Figure 1. Development of Tourism GDP and Foreign Exchange Value

Tourism GDP, as a percentage of total GDP, increased from 4 percent in 2011 to 5.5 percent in 2019, while tourism foreign exchange increased from USD 8.55 billion in 2011 to USD 16.91 billion in 2019. In 2020, the impact of the Covid-19 Pandemic caused a decline in both foreign

exchange and tourism GDP. However, in 2021, tourism GDP began to show signs of recovery, although still below pre-pandemic levels. Meanwhile, tourism foreign exchange only increased in 2022. The Darmajaya Institute of Informatics and Business (IIB) is one of the higher education institutions in the field of technology and business that is also faced with these environmental changes. IIB Darmajaya needs to proactively anticipate the dynamics of change that occur in order to formulate appropriate strategic steps.

With the rapid development of the tourism industry, it increasingly emphasizes that the IIB Darmajaya Tourism Study Program can play an important role in advancing the tourism industry in Indonesia. Law Number 12 of 2012 mandates that higher education in its function must be able to develop capabilities and shape the character and civilization of a dignified nation in order to educate the nation's life, develop an academic community that is innovative, responsive, creative, skilled, competitive, and cooperative through the implementation of the tridharma; and develop science and technology by paying attention to and applying humanities values..

B. RESEARCH METHOD

Types of research

In the applied research that will be conducted by IIB Darmajaya Institution using quantitative data analysis will be focused on the factors that influence students in choosing the Tourism Study Program. After the data analysis stage is complete, the results of the two analyzes will be compared and adjusted specifically for the development of the Tourism Study Program marketing strategy.

Population and Sample

The population in this study were high school students and equivalent, who would be used as respondents for the analysis of factors influencing the selection of the Tourism Study Program with a total of 200 respondents.

Factor Analysis – Cochran Q Test

The Cochran Q test is used to analyze the level of success or success of data statistically, as well as to test hypotheses on several variables that are related dichotomously and have the same average value. This Cochran Q test is applied to nominal data with more than two non-independent samples, and has a binary response such as success (1) versus failure (0) or yes (1) versus no (0).

This test allows us to find out the relationship between several factors, where factors that are less important according to consumers will be removed iteratively until factors are obtained that truly represent the highest level of importance in determining the decision to choose a tourist destination. The formula used for the Cochran Q Test is as follows:

$$Q = \frac{(k-1) \{ k \sum C_j^2 - (\sum C_j)^2 \}}{k \sum R_i \sum R_i^2}$$

Where:

k = Number of variables

n = Number of respondents (observations)

Cj = Total response on j variable (column)

Ri = total response at i observation

The hypothesis built in this study is:

Ho: All factors that influence domestic domestic tourists' decisions have the same proportion of YES answers.

Ha: All factors that influence domestic tourists' decisions have different proportions of YES answers.

The inference decision is to reject Ho and accept Ha, if $Q_{hit} > Q_{Tab}$, and accept Ho and reject Ha, if $Q_{hit} < Q_{tab}$. Where:

If Ho is rejected, it means that the proportion of YES answers is still different for all influencing factors, indicating that there is no agreement among respondents regarding the factors analyzed. Conversely, if Ho is accepted, it means that the proportion of YES for all factors is considered the same, indicating that all respondents agree on all attributes as factors considered.

C. FINDINGS AND DISCUSSION

Factors Influencing Students' Interest in Applying to Tourism Study Programs

Reliability Test

Reliability testing is conducted to measure the level of precision, consistency, and accuracy of the measurement instrument, as well as the extent to which the measuring instrument can be relied on in assessing factors that influence students' interest in enrolling in the Tourism Study Program. This reliability test is conducted using the Cronbach's Alpha formula based on the calculation results with the help of SPSS.

Table 1.1 reliability test results

Cronbach's Alpha	N of Items
.843	25

From the results of this reliability test research with N: 25 samples (respondents), the Cronbach's Alpha results were obtained at $0.843 > 0.396$ (r table), thus it can be concluded that the reliability figure is in the Reliable range for the questionnaire on factors influencing students' interest in registering for the Tourism Study Program.

Cochran Test Results

In the first stage, this study succeeded in obtaining 25 attributes of student interest factors in the Tourism study program. The data was obtained after distributing questionnaires to grade 12 students and prospective new students through an online form. The following are the results of processing student questionnaire data:

Table 1.2 Cochran Test Results

	Value	
	0	1
Ease of getting a job	5	94
promises bright career opportunities	11	88
can learn digital tourism applications	1	98
in accordance with tourism developments	2	97
study programs that are in high demand	17	82

easy to learn	28	71
make it easier to get a job in the tourism sector	13	86
many scholarships offered	17	82
Many alumni are sought after by the tourism industry	9	90
complete learning facilities	10	89
want to try something new	8	91
want to study tourism	4	95
a combination of gastronomy, management and technology	5	94
affordable tuition fees	28	71
advice and considerations from parents	37	62
recommendations from friends and colleagues	48	51
directions from teachers at school	51	48
according to hobbies and fashion	19	80
is a popular study program	13	86
want to be an entrepreneur content creator	18	81
competent teaching lecturer	14	85
ready with the trend of the tourism industry revolution and the creative economy	8	91
closely related to the currently developing tourism potential	9	90
excellent study program accreditation	12	87
best campus accreditation	12	87

N	99
Chchran's Q	366,457 ^a
Df	24
Asymp.Sig	.000

In the Cochran test of 25 interest factor attributes towards the Tourism Study Program. So based on the test results, using SPSS 21 the Q value is 4.552 with an Asymp.Sig value > real level (α) which means the possibility of a YES answer is the same for all attributes. So the Cochran process is complete and 5 attributes are found that form the Interest Factors towards the Tourism Study Program. The following are the results of data processing:

Table 1.3 Cochran Process

	Value	
	0	1
Ease of getting a job	5	94
can learn digital tourism applications	1	98
in accordance with tourism developments	2	97
want to study tourism	4	95
a combination of gastronomy, management and technology	5	94

N	99
Chchran's Q	4.552 ^a
Df	4
Asymp.Sig	.336

From the results of the data processing, it can be concluded that there are 5 attributes that form the factors of interest in the Tourism Study Program. Namely:

1. Ease of getting a job,
2. Can Learn Digital Tourism Applications,
3. In accordance with the development of tourism,

4. Want to study tourism in depth,
5. A combination of gastronomy, management and technology.

D. CONCLUSION

The results of this study conclude as follows:

Based on the results of the tests that have been carried out, the factors that influence students' interest in registering for the Tourism study program are:

- a. Ease of getting a job,
- b. Can Learn Digital Tourism Applications,
- c. In accordance with the development of tourism,
- d. Want to study tourism in depth,
- e. A combination of gastronomy, management and technology

Based on the results of this factor analysis, the Marketing Bureau at IIB Darmajaya can design a marketing campaign that focuses on the 5 attributes that have been identified.

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