

Conference Paper

Analysis of Factors Influencing Students to Enroll in Medical Record and Health Information Program at the School of Health Sciences Panakkukang Makassar, South Sulawesi

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Abstract

One of the principles of higher education is freedom in choosing a study program based on the student's interests and abilities. These elements influence the student's decisions in choosing a college/university. School of Health Sciences Panakkukang, one of the tertiary institutions organizing the D-3 Medical Records and Health Information (RMIK) Study Programs, is becoming an increasingly popular choice. This can be seen from the number of students enrolled (214 in 2016, 225 in 2017, 177 in 2018, and 122 in 2019). The students' decision to choose the Study Program is influenced by cultural, social and personal factors. This study's objective is to determine the effect of these factors on the selection of Study Programs. This research uses a descriptive analytic quantitative approach with a cross-sectional research design. The study population was 524 students with a sample of 84 respondents taken proportionally (20 first-year students, 28 second-year students and 36 third-year students). The results showed that the cultural and personal factors did not significantly influence the selection of D-3 RMIK Study Programs with sig. cultural factors of $0.595 > 0.05$, personal factors with sig. of $0.197 > 0.05$. While the social factors significantly influence the selection of D-3 RMIK Study Programs with sig. of $0.000 < 0.05$. The cultural, social and personal factors have a combined effect of 33.8%.

Keywords: cultural, social, personal factors.

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1. Introduction

Panakkukang College of Health (STIKes) is a private university located in Makassar City, which organizes four study programs, namely D-3 Nursing Study Program, D-3 Medical Records and Health Information (RMIK), S-1 Nursing and Nurse Profession.

One of the study programs that only exist at STIKes Panakkukang and the only one in South Sulawesi Province is the D-3 Medical Record and Health Information Study Program which was established in 1998. Since the establishment of this Study Program, the number of registrants has increased and decreased from time to time. However, recently, when other study programs experienced a drastic decrease in the number of registrants, the D-3 Medical Record and Health Information Study Program experienced a fairly high number of registrants and remained stable in accordance with the available capacity.

Based on data from the General Administration Section, here is the number of active students from 2015-2019.

TABLE 1: Data on Admissions and Number of Students D-3 Study Program of Medical Records and Health Information

Year	Capacity	Prospective Students		Number of Students	
		Following the selection	Pass the selection	Regular Not Transfer	Transfer
2015	240	724	240	236	0
2016	240	716	238	221	0
2017	240	731	240	225	0
2018	180	575	190	177	0
2019	150	512	153	122	0

Students' decision making in choosing study programs is influenced by various factors, namely factors that have direct or indirect influence. According to Setiadi (2018), there are three main determinants that influence consumer decision making, namely: (1) cultural factors, including sub-culture and social class factors, (2) social factors, including reference groups, family, roles and status, (3) personal factors including age and experience, work, economic situation, lifestyle and personality.

Based on the description above, the authors are interested in conducting research related to factors that influence students to choose the D-3 RMIK study program, so that it can provide input to the management of STIKES Panakkukang so that aspects that attract student interest can be improved to attract more students who register.

2. Methods and Equipment

This research was conducted in January-February 2020 at the STIKES Panakkukang Makassar campus. This type of research is descriptive analytic quantitative approach with cross-sectional research design.

The study population was 122 students in the D-3 RMIK Study Program at level I, 177 students at level II and 225 students at third level, so the total population was 524 students. The sampling technique used the Slovin formula with a sample size of 84 respondents taken proportionally to 20 students at level I, 28 students at level II and 36 students at level III.

The data collection instrument used was a questionnaire. Each respondent is given 29 questions from all research variables. The measurement scale uses a Likert scale with the following indicators and scores:

1. Strongly Agree (SS) = 5
2. Agree (S) = 4
3. Less Agree (KS) = 3
4. Disagree (TS) = 2
5. Strongly Disagree = 1

The lattice statement for each variable is as follows:

2.1. Dependent Variables (Student Decision Making to Choose Prodi)

Decision making is a process of assessing various alternative options. This decision making goes through five stages, namely: problem recognition, information search, alternative evaluation, buying decisions, and post-purchase behavior.

This decision-making stage is contained in a questionnaire with a total of 10 questions. This can be seen as follows:

2.2. Independent Variable:

2.2.1. Cultural factors

Cultural factors are a very basic determining factor in choosing a study program. This factor includes culture, sub culture and social class. These factors are contained in the questionnaire with a total of 5 questions. This can be seen as follows:

TABLE 2: Variable Research Questionnaire Decision to Choose the RMI D-3 Study Program

No	Statement	SS	S	KS	TS	STS
1	I chose RMIK's D-3 Study Program because it suits my needs					
2	Before choosing to study in the RMIK study program, I first looked for information about the study program.					
3	I got information about the RMIK D3 Study Program from brochures, banners and websites					
4	I got information about the RMIK D3 Study Program from my family					
5	I got information about the RMIK D3 Study Program from a friend					
6	I got information about the RMIK D3 Study Program from STIKES Panakkuang students					
7	I got information about the RMIK D3 Study Program from the alumni / graduates of STIKES Panakkukang					
8	I evaluate and consider the RMIK D3 Study Program and several other study programs					
9	I chose this study program after considering the pros and cons of this study program					
10	After studying at the RMIK D3 Study Program, I felt that this study program was what I expected and was very satisfied					

TABLE 3: Cultural Factors Research Questionnaire

NO	Statement	SS	S	KS	TS	STS
1.	I chose RMIK D3 Study Program because the people in my environment were predominantly studying in that Study Program					
2.	I chose RMIK D3 Study Program because it fits my family's social class					
3.	I chose RMIK D3 Study Program because it follows current developments, namely the availability of jobs for graduates of the study program					
4.	I chose RMIK D3 Study Program because it fits the culture of my life					
5.	I chose RMIK's D3 Study Program because the study program was more popular than other study programs					

2.2.2. Social Factors

The decision in choosing a study program is also influenced by social factors including membership group, reference group, family, role and status.

These factors are contained in the questionnaire with a total of 5 questions. This can be seen as follows:

TABLE 4: Social Factors Research Questionnaire

NO	Statement	SS	S	KS	TS	STS
1.	I chose RMIK D3 Study Program because of the influence / recommendation from my parents					
2.	I chose RMIK D3 Study Program because of my position and status in the family					
3.	I chose RMIK's D3 Study Program because of the influence / recommendation from my friend					
4.	I chose RMIK D3 Study Program because it was influenced by marketing activities such as the website and brochures of the study program					
5.	I chose RMIK D3 Study Program because my friend chose this study program					

2.2.3. Personal Factors

Students' decisions in choosing RMIK D-3 Study Program are also influenced by personal characteristics such as age, economic situation, lifestyle, personality and self-concept. These factors are contained in the questionnaire with a total of 9 questions. This can be seen as follows:

In this study, the data analysis technique used univariate analysis by explaining or describing the dependent variable (student decision making to choose study program) and the independent variable (cultural factors, social factors and personal factors).

while bivariate analysis with multiple linear regression test.

3. Results

Based on the results of the study, the characteristics of the respondents indicated that the number of men was 19%, women were 81%, with ages ranging from 17-22 years.

TABLE 5: Personal Factor Research Questionnaire

NO	PERNYATAAN	SS	S	KS	TS	STS
1.	I chose RMIK D3 Study Program because of my own desire					
2.	I chose RMIK D3 Study Program because it was in accordance with my ideals					
3.	I chose RMIK D3 Study Program because the tuition fee is in accordance with my economic condition					
4.	I chose RMIK D3 Study Program because it suits my lifestyle					
5.	I chose RMIK D3 Study Program because I wanted to deepen the material I had previously received in SMA / SMK					
6.	I chose this study program because my learning achievement at high school / vocational school supported me to choose this study program					
7.	I feel happy with the courses in the study program I have chosen					
8.	I wanted to be a profession with my parents, so I chose this study program					
9.	I chose the RMIK D3 Study Program as the last choice because I did not pass the selection at other campuses					

Based on the area of origin of the respondents, namely from the province of South Sulawesi 58% and outside the province of South Sulawesi 42%. The last education of the respondents, high school graduates 90% and SMK 10%.

From the results of processing the questionnaire on the research variables it can be seen as follows:

3.1. Univariate analysis results

Based on the variable diagram the decision to choose a study program for the problem recognition stage; 83% of respondents strongly agree that this study program fits the needs, for the information seeking stage; The majority of respondents get information from friends as much as 83%, from the alumni of STIKES Panakkukang as much as 33%, the alternative evaluation stage; respondents assess and compare with other study programs before choosing those who strongly agree 45%, the decision stage to choose by considering all aspects of the study program, the highest answer respondents agree

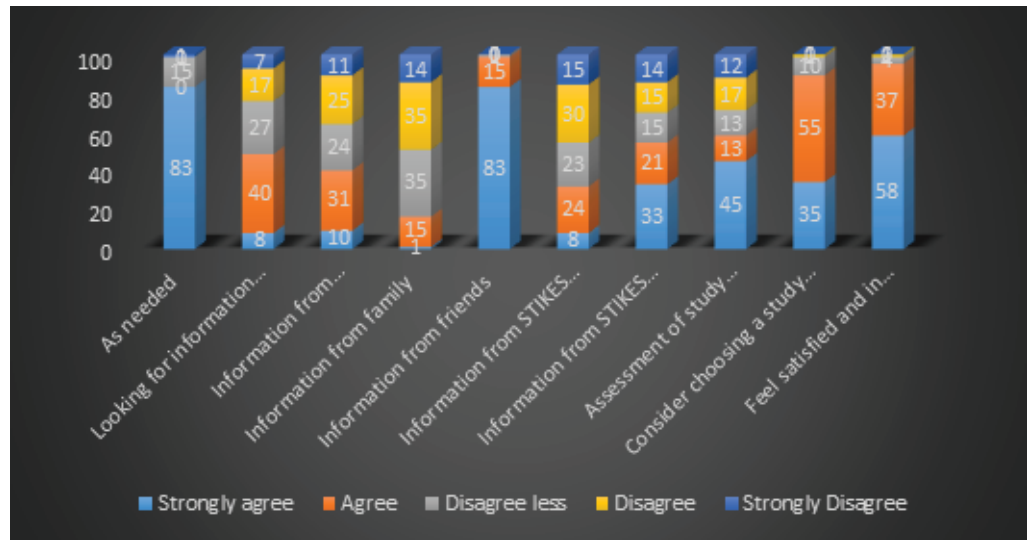


Figure 1: Percentage of Respondents' Answers related to the Decision Variable in Choosing the RMIK D-3 Study Program

with 55%, strongly agree 35%, and the behavior stage after choosing as much as 58% say they are satisfied and appropriate with the expected.

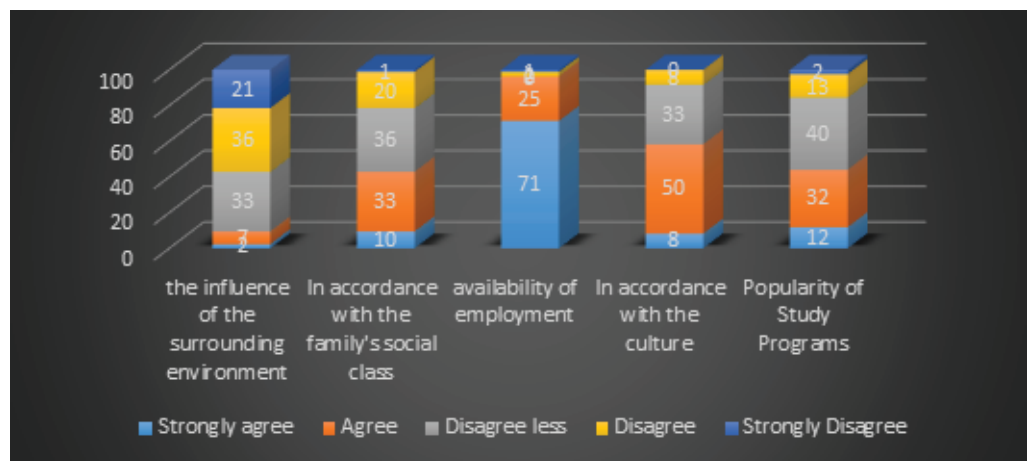


Figure 2: Percentage of Respondents' Answers related to Cultural Factors Variables

Based on diagram 2 above for the variable of cultural factors, respondents who answered that they chose this study program because the surrounding environment chose this study program were answered strongly only 2% agreed and the majority said they did not agree as much as 36%. Likewise, there were 36% of respondents who answered that they were not according to social class, who answered according to culture with 50% agreeing answers. For the opportunity to look for a job is still high, answered strongly agree as much as 71% and the popularity of the study program, the highest answer is disagree as much as 40%.

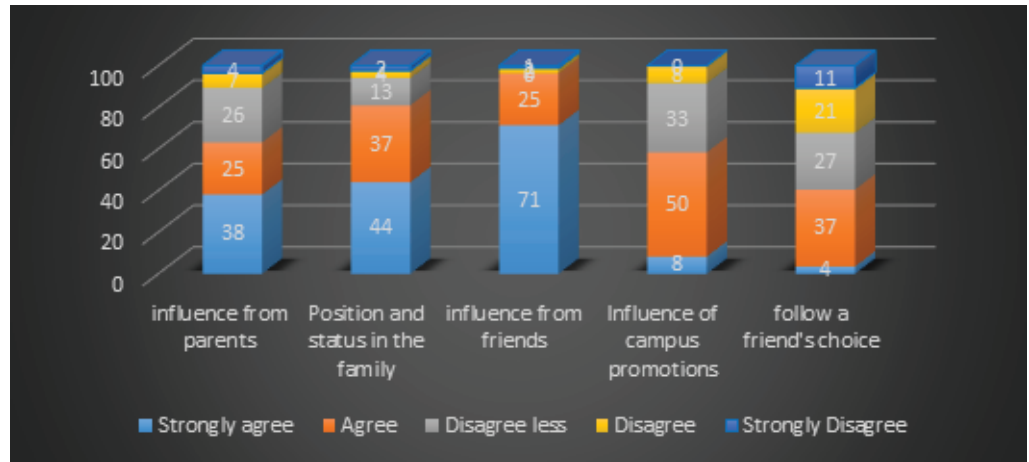


Figure 3: Percentage of Respondents' Answers related to Social Factor Variables

Based on diagram 3 above for social factor variables, that students choose this study program because of the influence of parents, the highest answer is strongly agree as much as 38% and agree 25%. The position and status factors in the family were answered by respondents strongly agreeing 44% and agreeing 37%. The influence of the respondent's answer friends strongly agree as much as 71% and agree 25%, the influence of campus promotion activities is the highest answer of the respondent, namely agreeing as much as 50% and the statement that the respondent chooses this study program because he follows his friend the highest answer of the respondent is strongly agree as much as 37% and agree 27%.

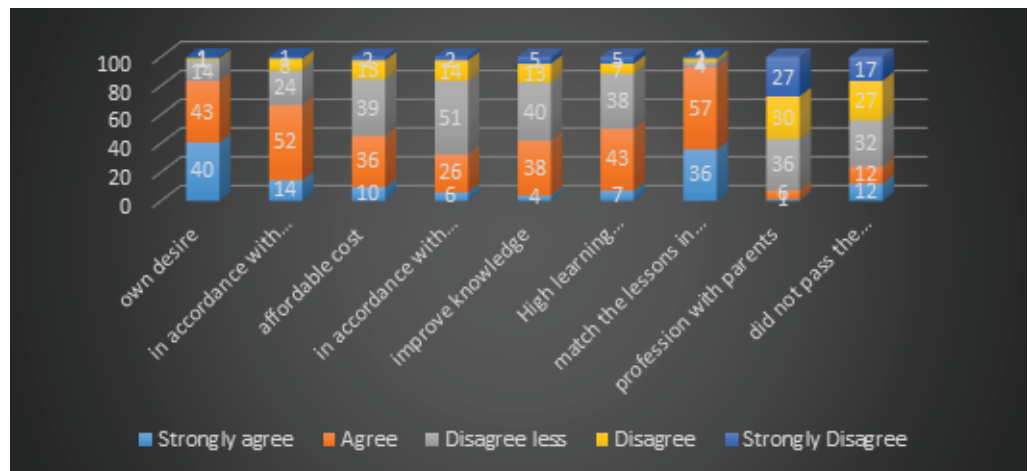


Figure 4: Percentage of Respondents' Answers related to Personal Factor Variables

Based on diagram 4 above for personal factor variables, the highest answer of respondents for self-desire factors answered strongly agree 40%, agree 43%. Respondents who answered according to their ideals answered agree 52%, who answered that the cost was in accordance with economic conditions, the highest answer was 39% disagree,

according to the lifestyle, the highest answer was less agreeable as much as 51%, chose this study program because they wanted to develop the knowledge of answers the highest disagree as much as 40%, according to their achievement at school the highest answer is 43%. As for the factors that match and like the lesson in this study program, those who answered agreed 57%, that they chose this study program because they wanted to have the same profession as the parents, the highest answer was less agreeable, 36%, the next factor was that they chose this study program because they did not pass in another study program. the highest is disagree as much as 32%.

3.2. The results of the bivariate data analysis are as follows:

TABLE 6: T test result (partial test)

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.329	3.638		4.764	.000
	Budaya	.132	.247	.068	.534	.595
	Sosial	.735	.200	.433	3.682	.000
	Pribadi	.194	.149	.157	1.302	.197

a. Dependent Variable: The decision to choose a study program

Based on the test results above:

2.1.1 It is known that the Sig value for the influence of X1 (Culture) is 0.595 > 0.05 and the t value is 0.534 < 2.72, so it can be concluded that H1 cannot be accepted, which means there is no influence of X1 (Culture) towards Y (The decision to choose a study program)

2.1.2 It is known that the Sig value for the influence of X2 (Social) is 0.000 < 0.05 and the t value is 3.683 > 2.72, so it can be concluded that H2 is acceptable, which means there is an influence of X2 (Social) against Y (The decision to choose a study program)

2.1.3. It is known that the Sig value for the influence of X3 (Personal) is 0.197 > 0.05 and the t value is 1.302 < 2.72, so it can be concluded that H3 cannot be accepted, which means there is no influence of X3 (Personal) against Y (The decision to choose a study program)

Based on the test results above, it is known that the Sig value for the effect of X1, X2, X3 simultaneously on Y is 0.000 < 0.05 and the F value is calculated as 13.606 > 2.72,

TABLE 7: F Test Results (Simultaneous Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	776.792	3	258.931	13.606	.000 ^b
Residual	1522.446	80	19.031		
Total	2299.238	83			

a. Dependent Variable: The decision to choose a study program

b. Predictors: (Constant), Personal, Social, Cultural

so it can be concluded that H4 is acceptable, which means there is the influence of X1, X2, and X3 (Cultural, Social, Personal) on Y (The decision to choose a study program)

TABLE 8: Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 ^a	.338	.313	4.362

a. Predictors: (Constant), Personal, Social, Cultural

Based on the results of the output above, the R square value is 0.338, this means that the effect of the variables X1, X2, X3 simultaneously on Y is 33.8%.

4. Discussion

4.1. Study Program Selection Factors

Decision making for students in choosing a study program is something that is certainly well considered. Decision making is a selection of actions from two or more alternatives. In other words, the person making the decision must have one choice from several alternatives. The decision-making process goes through five stages of activities, namely recognition of needs, seeking information, evaluation of alternatives, selection and post-election behavior (results stage). [1, 2]

The first stage in the decision-making process is the identification of the problem or need. At this stage, students as consumers first determine the appropriate needs for their future. From the research results show that the highest answer is very agree in choosing the Study Program D-3 RMIK because the need for the future is 83%, while the answers of other respondents are 15% disagree and 1% disagree. These results indicate that the majority of students choose this study program because it is a necessity for their future.

The next stage is information search. At this stage students look for information related to the study program through the website, brochures, banners, family, friends, students and alumni of STIKES Panakkukang. Most of the information regarding the Study Program comes from friends as much as 83%, then from the STIKES Panakkukang alumni as much as 33%.

The next stage is an alternative evaluation. At this stage, students dig up as much information as possible about the RMIK D-3 Study Program and compare it with other study programs with the highest answer, which strongly agrees with 45%. This shows that before choosing a study program, students make an assessment and also compare it with other study programs, which shows that choosing this study program requires great consideration before making a decision.

Furthermore, students decide to choose this study program after weighing the pros and cons with the highest respondent's answer, namely agreeing as much as 55% and the last stage is the result or post-election behavior stage, where students judge this Study Program as expected and are satisfied with the highest answer, strongly agree with 58 %.

4.2. The Influence of Cultural Factors in the Selection of Study Programs

Based on the results of the multiple linear regression test, it is found that the significant value for cultural influence is $0.595 > 0.05$ and the t value is $0.534 < 2.72$, so it can be concluded that the hypothesis cannot be accepted, which means that there is no cultural influence on the selection. RMIK D-3 Study Program.

Cultural factors are the basic causes of a person's desires and behavior. Culture is a collection of basic values, perceptions, desires, and behaviors that are learned by a person or society. This factor consists of culture, sub-culture and social class. [5].

In this study, cultural factors that are considered to be able to influence students to choose the Study Program are because they are in an environment where the community is predominantly studying in the RMIK D-3 Study Program. However, the majority of respondents stated that they disagreed as much as 36%, that this study program was very popular compared to other study programs and according to the social class of students who were also answered disagree by students with the highest answers disagreeing 40% and 36%.

This condition is a factor that causes culture not to influence the choice of study program. This is in line with research conducted by Martini (2012) [6] where the results of

the study partially show that culture, personality and psychology do not affect the choice of accounting department, while social affects the choice of accounting department.

In addition, the results of the above research are not in accordance with the theory put forward by Kotler and Armstrong (2001: 197) [7] that one of the factors that influence consumer behavior itself is cultural, social, personal and psychological.

Other research results from this cultural factor are that students choose RMIK D-3 study program because the job opportunity is still very high with the highest respondent's answer, namely 71%. This statement is an example of a sub-culture where job opportunities are assumed to be an important market segment that can influence consumer behavior in choosing their products. From these results indicate that although cultural factors do not affect the selection of study programs, this cultural factor can influence if it goes together with other factors. This is also found in research by Martini (2012) [6] which states that the test results simultaneously show that culture, social, personal and psychological influence the choice of accounting majors with an effect of 57.1%.

4.3. The Influence of Social Factors in the selection of Study Programs

Another factor that influences the choice of study program is social factors. Social groups include membership groups, reference groups, families, and roles and status. The results of data processing show that the significant value for social influence is $0.000 < 0.05$ and the t-value is $3.683 > 2.72$, so it can be concluded that the hypothesis is acceptable, which means that there is a social influence on the selection of RMIK D-3 Study Program.

Social factors that are very influential are the influence of friends who answer strongly agree by 71%, the influence of parents with the highest answers strongly agree as much as 38%, the position and role in the family with the highest answer strongly agree 44%, the influence of campus marketing answers agree by 50% and because following a friend who chose to study in this study program with the highest answer agreed by 37%.

From the results above, it shows that the social factor that most dominantly influences students to choose a study program is friends. Peer influence is an example of group membership or small groups. This group has a strong influence when there is good social interaction and regular communication so that it can easily influence someone in making decisions. [5]

This condition is in accordance with research conducted by Fakhri (2017) [4] who found that the number of friends who registered and the pressure from friends determined the decision to choose a study program, as well as family influence, namely advice from parents or recommendations from family or relatives. being older is also a factor. Another thing, namely the existence of campus promotion, whether through television media, visits to schools, radio advertisements, is what makes prospective students interested in registering on the campus concerned.

According to Setiadi (2010) [1], social factors are formal and informal interactions in a relatively permanent society whose members share similar interests and behaviors in an effort to achieve common goals. Social factors consist of reference group, family, role and status. The reference groups in this study are friends, family, websites and brochures. The family in this study is a family member of each individual. The role and status in this study were friends during school or from the same area. The most dominant social factors in this study are the influence of friends, family and campus promotions.

4.4. The Influence of Personal Factors in the Selection of Study Programs

The next factor that has influence is a personal factor. From the results of data processing, it was found that knowing the Sig value for the influence of X3 (Personal) is $0.197 > 0.05$ and the t value is $1.302 < 2.72$, so it is stated that the hypothesis cannot be accepted, which means that there is no influence of personal factors on the selection of Prodi D3 RMIK.

Personal factors in question are psychological characteristics of a person that are different from others that cause relatively consistent and long-lasting responses to the environment. Personal factors consist of: age and experience, work, economic situation, lifestyle and personality. [4].

In this study, some of the respondents' answers, such as the factor of tuition fees, lifestyle suitability, wanting to have the same profession as parents and choosing this study program because they did not pass another study program, were the statements that had the highest answer, they disagreed with the respondents. This causes that personal factors do not affect students in choosing study programs. The results of this study are not in accordance with the research of Selviani (2017) [8], which found that personal factors value $b = 0.240$ and sig. $0.008 < 0.05$ means that there is a significant influence between personal factors on the choice of MIK education at Esa Unggul

University Jakarta with a contribution of 24%, 24.9% is influenced by social factors while the remaining 51.1% is influenced by other factors not mentioned in this research.

However, several other factors such as choosing this study program because of their own desires, in accordance with ideals and supported by academic achievement at the high school level, are factors that can influence the selection of a study program if it goes hand in hand with other factors such as cultural and social factors. This can be seen from the test results on all factors, it is found that the significant value for the simultaneous cultural, social and personal influence on the selection of the study program is $0.000 < 0.05$ and the F value is calculated at $13.606 > 2.72$, so that it can be concluded that the hypothesis can be accepted, which means that there is a cultural, social, personal influence on the selection of the RMIK D3 Study Program. This shows that students' decision making in choosing their study program can be influenced by these three factors if they occur simultaneously.

5. Conclusion

1. Partial cultural factors do not have a significant effect on the decision to choose a D-3 Medical Record and Health Information study program, but simultaneously cultural, social and personal factors influence the decision to choose a study program.
2. Social factors partially and simultaneously have a significant effect on the decision to choose the D-3 Medical Record and Health Information study program
3. Partially personal factors have no significant effect on the decision to choose a D-3 Medical Record and Health Information study program, but simultaneously cultural, social and personal factors influence the decision to choose a study program.
4. For further research, it can be examined again from other influencing factors such as psychological factors, interests, motivation, access, costs, and the image of the institution.

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