

## ABSTRACT

### FACTORS THAT INFLUENCE THE DECISION OF STUDENTS IN CHOOSING INDEPENDENT PROGRAM IN FACULTY OF ECONOMIC UNIVERSITY OF LAMPUNG

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Determination of regional autonomy led to the education fund from the central government began to decrease. University of Lampung was given full authority to seek additional funds for operational costs of education, so that the existence of Independent Program lane gets green light from the DIKTI. Students who enter via the Independent program is self-financing program without burdening the government ought Private Colleges, so that the consequences of students who enter the Independent Program at the University of Lampung have to pay the cost of higher education, including students of the Faculty of Economics, University of Lampung, who entered through the Independent Program.

Problems occurred, is the number of dimensions that students face in making decisions, so that should be studied by the University of Lampung to obtain factors that need attention. Problems in the writing of this essay is "What factors influence the decisions students choose Independent Program in Faculty of Economics, University of Lampung?"

The purpose of this research is to investigate factors - factors that influence the decisions students choose Independent Program in Faculty of Economics, University of Lampung.

The hypothesis is: "factors that significantly influence students' decision to select the Independent Program is a personal factor, marketing mix factors and environmental factors"

Results of descriptive analysis is known that the decision of students choosing Independent Program in Faculty of Economics, University of Lampung is determined by the dimensions of the price which is the dominant dimension of the marketing mix factors.

Regression results show that personal factors (X1), marketing mix factors (X2) and environmental factors (X3) affected simultaneously and partially against the decision of students who choose the Tier 1 Independent Program. The influence of these factors amounted to 33.1% against the decisions of students and the rest equal to 66.9% influenced by other variables that are not identified in this study.

Suggestions are given the best attention to personal factors, Faculty of Economics of the dimensions of motivation, perception, learning and attitudes because it is a

major thing to be considered by the student in making the decision to choose an independent program in the Faculty of Economics, University of Lampung. Also, pay attention to the completeness of the physical facilities as a support program for students Mandiri more benefit than the amount of tuition fees and donations that have been issued.