

## **ABSTRACT**

### **THE EFFECT OF INDIVIDUAL CHARACTERISTICS, PARENTS, PEERS, STUDY PROGRAM IMAGE, AND EMPLOYMENT PROSPECTS ON STUDENTS' DECISION TO CHOOSE GEOGRAPHY EDUCATION STUDY PROGRAM**

**By**

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This study aims to describe the effect of individual characteristic factors, parents, peers, the image of the study program, and job prospects on the student's decision to choose the Geography Study Program, Social Sciences Education Department, Faculty of Teacher Training and Education, University of Lampung. This research is an associative research. The population of this study were students of the Geography Education Study Program, Social Sciences Department, FKIP, University of Lampung, class 2017, 2018, 2019 and 2020, totaling 264 students. The research sample amounted to 66 students. Collecting data using questionnaires and documentation studies. The data analysis technique used descriptive statistics and multiple regression.

The results show that partially: (1) individual characteristics have a positive and significant effect on students' decisions to choose study programs geography education, (2) parents have no significant effect on students' decisions to choose geography education study program, (3) peers have no significant effect on students' decisions to choose geography education study program, (4) the image of the study program has a positive and significant effect on students' decisions to choose a study program geography education, (5) job prospects have no significant effect on student decisions to choose geography education study program, (6) simultaneously individual characteristics, parents, peers, image of study program, job prospects have a significant influence on decisions to choose education study program geography.

***Keywords:*** *decision to choose, students, geography education.*

## **ABSTRAK**

### **PENGARUH FAKTOR KARAKTERISTIK INDIVIDU, ORANG TUA, TEMAN SEBAYA, CITRA PROGRAM STUDI, DAN PROSPEK LAPANGAN PEKERJAAN TERHADAP KEPUTUSAN MAHASISWA MEMILIH PROGRAM STUDI PENDIDIKAN GEOGRAFI**

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Penelitian ini bertujuan untuk mendeskripsikan pengaruh faktor karakteristik individu, orang tua, teman sebaya, citra program studi, dan prospek lapangan pekerjaan terhadap keputusan mahasiswa memilih Program Studi Geografi Jurusan Pendidikan IPS Fakultas Keguruan dan Ilmu Pendidikan Universitas Lampung. Penelitian ini merupakan penelitian asosiatif. Populasi penelitian ini adalah mahasiswa Program Studi Pendidikan Geografi Jurusan IPS FKIP Universitas Lampung angkatan 2017, 2018, 2019 dan 2020 yang berjumlah 264 mahasiswa. Sampel penelitian berjumlah 66 mahasiswa. Pengumpulan data menggunakan kuesioner dan studi dokumentasi. Teknik analisis data menggunakan statistik deskriptif dan regresi ganda.

Hasil penelitian menunjukkan bahwa secara parsial: (1) karakteristik individu berpengaruh positif dan signifikan terhadap keputusan mahasiswa memilih prodi pendidikan geografi, (2) orang tua tidak berpengaruh signifikan terhadap keputusan mahasiswa memilih prodi pendidikan geografi, (3) teman sebaya tidak berpengaruh signifikan terhadap keputusan mahasiswa memilih prodi pendidikan geografi, (4) citra program studi berpengaruh positif dan signifikan terhadap keputusan mahasiswa memilih prodi pendidikan geografi, (5) prospek lapangan pekerjaan tidak berpengaruh signifikan terhadap keputusan mahasiswa memilih prodi pendidikan geografi, (6) secara simultan karakteristik individu, orang tua, teman sebaya, citra program studi, prospek lapangan kerja memiliki pengaruh yang signifikan terhadap keputusan memilih prodi pendidikan geografi

Kata kunci : keputusan memilih, mahasiswa, pendidikan geografi,