The Influence Of Prospective Students' Motivation To Determine Higher Education Using Analytical Hierarchy Process (Ahp)

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Abstract.
This study aims to determine the motivational factors of Labuhanbatu University students in choosing a college. This research is an exploratory research through policy evaluation. The data analysis method used in this research is descriptive quantitative. The sampling technique used is multistage random sampling, according to Arikunto, which is 25% of the population. The data analysis technique used is the Analytical Hierarchy Process (AHP). From the data that the authors obtained, there are five motivational factors studied. The highest rank is related to motivational factors in determining tertiary institutions, namely achievement motivation factors with eigenvector value = 0.31, university image motivation factors with eigenvector = 0.25, motivational process factors with eigenvector = 0.20, educational zoning motivation factors with eigenvector = 0.14 and the motivation factor of alumni perception with eigenvector = 0.10. This shows that of the five motivational factors obtained, the most dominant motivational factor is achievement motivation (first rank) after completing his education. The second most dominant factor is the university's image. The image of a university greatly influences why students choose to continue to higher education here. Labuhanbatu University which is well accredited is a university that is targeted by prospective new students who want to continue their education at Labuhanbatu University.

Keywords: Student motivation, Labuhanbatu University, Analytical hierarchy Process

I.   INTRODUCTION

In today's sophisticated era, it is very demanding that every individual must keep abreast of the times. Where it can make a person have to be more active. One of them is in choosing a college after graduating from high school or its equivalent. One needs to consider various things to see the absorption in the field of work in the future. So that prospective students need to know what things are considered before making their choice to study in higher education.Currently, the level of absorption of college graduates is still low, only 10.18%. (Nadiem, 2021). Therefore, it is very necessary for prospective students to see how the absorption of college graduates in delivering to the world of work with the knowledge gained during the lecture period is very important. So that prospective students can determine the college based on their talents and interests.Education is a very important priority for society. Almost all people expect to continue their higher education and finish it on time, and get a job according to their knowledge. Education has a very important role in improving the quality of human resources (HR). The quality of human resources is one of the keys to success in the era of free trade. (Indriyati, 2013).The role of universities is very large so that everyone who has experienced sitting in lectures can have excellent abilities and skills to be equipped in the world of work that will be faced. Students must be prepared so that they have academic abilities that can be applied to the development of Science and Technology (IPTEK). (M. Enoch Markum, 2007:19).The quality of a job if education in higher education does not only talk about theory but also direct practice so that it is right on target.

After that, it will be easier for students after graduation to get better and decent jobs according to their abilities.One of the goals of higher education is to improve the quality of education needed to face the era of globalization and the development of science and technology. In addition, it can be a student's capital to enter the real world. Universities have a role and responsibility to take part in incoming problems regarding the quality of human resources. People who choose to continue to higher education will be faced with various problems in determining whether to continue with higher education or not.The increasing number of students from the region to continue their education at local universities has several reasons in advancing the quality of their respective regions. The Human Development Index (HDI) consists of three

basic dimensions, namely a decent standard of living, a long and healthy life, and knowledge. (BPS, 2021). An example of a student doing research, with the research it will become a contribution in the object under study. Not infrequently we see someone who continues his education at a higher level will return to build his hometown.Labuhanbatu University (ULB) is one of the well-accredited private universities located in Labuhanbatu, North Sumatra. ULB consists of several faculties, namely the Faculty of Teacher Training and Natural Sciences (FKIP), the Faculty of Law (FH), the Faculty of Science and Technology (FST) and the Faculty of Economics and Business (FEB). This is one of the assessments for prospective students in continuing to higher education to be able to increase self-confidence for students or alumni in continuing their service and entering a better world of work.Furthermore, ULB can be known by all levels of society, especially Labuhanbatu Regency in various ways through the attached billboards/posters.

The more interesting is the increasing number of students who get scholarships from year to year as well as the addition of facilities and higher education infrastructure which is getting better and is followed by the length of time the ULB campus has been established.The success of the promotion obtained by the Technical Implementation Unit for New Student Admissions (UPT PMB) conveyed that college graduates who had gotten decent jobs could be seen by the school, the achievements offered, even the offer of special scholarships for prospective students from Labuhanbatu Regency was very impacted by increasing interest and the number of prospective students per year.Learning motivation comes from the words motivation and learning, which means to move or move, meaning the word motivation that moves someone to do all kinds of actions. (Steers,R.M & Porter, L.W., 1991). Agrees with Reece, B. L.; Brandt and Howie, K. F. (2011) that motivation can move the influence that causes the direction of the intensity and persistence of behavior. (Reece, B. L., et. al, 2011). In line with the opinion of Stewart, G and Brown, K.G. (2011) revealed that motivation comes from the desire to drive individuals to act and other individuals. Meanwhile, according to Mejia Luis R. Gomez, motivation is defined as a driving factor to fulfill and satisfy a goal (a goal).

(Gomez, et. al. 2012) Analyzing the most dominant factors that greatly influence the selection of tertiary institutions through a literature review, 5 motivational factors were obtained, including: (1) motivation for achievement, as a big push that exists in a person, namely mastering, manipulating and solving all problems that come and remain. improve the quality of work that is very high, in order to be able to compete through work programs to produce work results that exceed the specified target, and outperform other work results; (Lindgren, 1976:67). (2) The image of a university, reputation or image of an institution represents the values of each individual and member of the community who has a relationship with the institution, or it can be interpreted that the image of a university is a campus reputation in the eyes of the community which is an important thing owned by the campus. to attract the interest of the wider community to register at the campus. (Kotler, 2005); (3) Process, as a method or method and technique for the implementation or implementation of a certain matter. The process in this case can also be seen from the continuous improvement of a university that makes the university or organization a favorite among the people. (Ahyari, 1994:12); (4) educational facilities, educational facilities, namely all facilities needed during the teaching and learning process to achieve good results in order to move to achieve the cooled target and run smoothly and effectively, regularly, and efficiently. (Arikunto, 1988:103); (5) the perception of alumni, expressing the perception that the process of organizing or interpreting refers to a stimulus that will be accepted by the organization or community group so that it becomes a very meaningful thing, and is a very integrated activity in everyone.

(Bimo, 2004:70).Thomas L. Saaty developed a decision-making method, namely the Analytical Hierarchy Process (AHP). Supporting decision-making methods that will analyze each problem to become complex and hierarchical. Hierarchy is a complex problem from the level structure of the criteria to the sub-criteria until the last becomes a hierarchical reference. (saaty, 1993). In line with the use of AHP used by Khuntari, he revealed in his research that to determine the choice of college majors, it can be seen from interest, which uses the Analytical Hierarchy Process (AHP) as a recommendation (Khuntari, 2015). Sahputra's research states that through decision making in choosing a study program at a university, it shows that through the criteria it can be reviewed in the selection of tuition fees, scholarships, facilities and

accreditation (Sahputra, 2017).Based on the description above, what the researcher wants is when prospective students want to continue their education to be able to understand what is the benchmark in choosing the college to be taken. So that prospective students can make decisions in terms of choosing a college to achieve their goals.From the above background that has been described, the researcher is interested in conducting a study to identify the influence of prospective students in choosing universities using the Analytical Hierarchy Process (AHP).

II.   METHODS

The research was conducted at the ULB Labuhanbatu Regency, North Sumatra Province. The design of this research is an exploratory approach to policy evaluation research. The sample used is the Multi stage random sampling technique. The sample is FEB ULB students, totaling 160 students. The method used in this study for data collection is the questionnaire method. The questionnaire was aimed at students which consisted of 5 motivational factors in terms of choosing a university by giving a ranking for each motivational factor.The data analysis technique used is descriptive method using a quantitative approach. Descriptive research is research that has a broader analysis in the use of its data and explains social and natural incidents. (Hidayat and Punaji, 2010) This means that it is given longer from the beginning to the end of completion which causes individuals to have a strong commitment in theory.

The significance of this theory results that descriptive research can use existing data in quantitative research and these words will be more inclined to quantitative research. In this study, this survey was conducted on ULB students.The concept of the first AHP technique is to identify problems and determine solutions. Here we know that every time we do research, we must first find out what the main problem is so that we can find solutions to the problems we find. Furthermore, forming a hierarchical structure here, we can see what is an advantage in AHP here, starting from identifying problems, solutions to testing data consistency, all of which are formed in a hierarchical manner so that it is very easy to understand by readers. Then form a comparison matrix, here to form a comparison matrix, that is so that we can find out the most dominant of each motivational factor. Next, normalize the data, which is to change the measurement scale of the original data into other forms of data in order to meet the assumptions we need. after that we calculate the eigenvector is a vector where the square matrix with n elements and is the eigenvalue. Then calculate the weight sum vector value and test the consistency of the data, as in Figure 1.
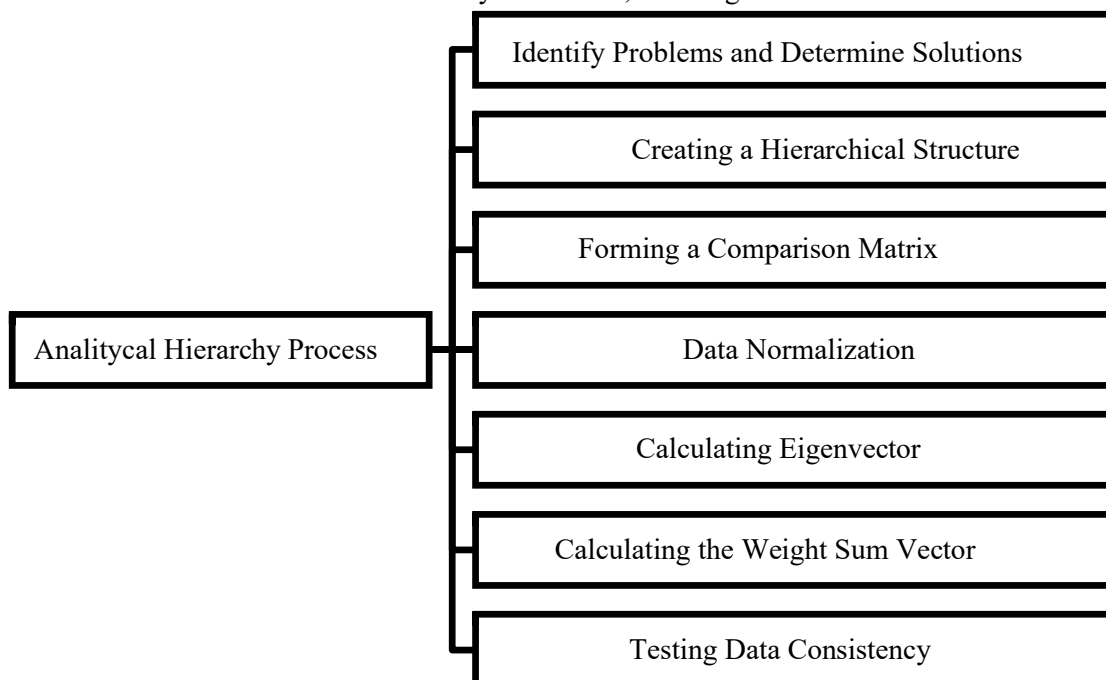

Fig 1. AHP Research Model

## III.	RESULTS AND DISCUSSIONS

This research is a quantitative descriptive study in determining the most dominant motivational factors that can be used in college selection. FEB ULB students in this study consisted of 800 students. The sample used in this research is 160 students. The motivational factor is an attraction for prospective students in choosing higher education institutions at FEB ULB. It was found that there were five most dominant motivational factors in the choice of higher education. Where the eigenvector value or the most dominant motivational factor is the motivation to achieve with the eigenvector value = 0.31, as shown in Table 1.

Table 1. Eigenvector calculation results FEB ULB

Motivation Factor	Amount	Eigenvector
Motivation for Achievement	516,23	0,31
College image	416,32	0,25
Process	333,05	0,20
Education Zoning	233,14	0,14
Perception of Alumni	166,52	0,10

Thus, the factor that occupies the first position of motivation to excel with the eigenvector (0.31) is a factor that supports outstanding students at ULB with campus facilities that provide teaching staff or lecturers who are experts in their fields. the good one. One of the student achievements that we can see is that students are able to write works or make indexed journals with the guidance of lecturers at ULB. This is a motivating factor for prospective students to continue higher education in order to get a decent job and in accordance with their talents and interests after they graduate so that they can achieve a more decent and better life. This research also indicates that universities really need to pay attention to the needs of prospective students for science and technology, these desires and expectations for the quality of graduates must be of quality and in accordance with the needs of the world of work which increasingly requires experts in their respective fields. So that the prospective bar has great confidence in the educational institution or study program that has been chosen. In the end, it will shape the perception of prospective students about the quality of educational institutions. These findings agree with Wibowo (2013) who revealed that motivational factors for achievement determine the intensity of higher education studies.In addition to motivational factors for achievement, the top 2 factors at ULB in choosing a university are the image of the university. In this case the image of the university can be interpreted as a campus reputation in the eyes of the community which is an important thing owned by the campus to attract the interest of the wider community to register on the campus. For example, the current ULB campus accreditation occupies Baik. It really raises the image of ULB in selecting students to continue their studies in higher education. In addition to good campus accreditation, the campus image is also very attractive, namely the accreditation of the study program majors which is also in good predicate. So that prospective students are sure that the campus image will produce people who are ready to compete wherever they are.

While the third top factor on student motivation in choosing to study at ULB is the process with the eigenvector (0.20) meaning the process in this case can also be seen from the continuous increase in a university that makes the university or organization a favorite among the people. Most of the prospective students are more concerned with the teaching and learning process than the location of the university itself. In this case, prospective students no longer flock to universities in big cities. But wherever the university is, as long as it provides a quality learning process that is no less good than universities in big cities, it can attract prospective students to choose that university. According to Gaffar (1991) that education costs directly touch the aspects and processes of education that are incurred for the purposes of implementing teaching and learning activities, this shows that the process factor is one of the considerations for prospective students to continue to college. The process referred to in this research is the various things offered by each institution or college in the teaching and learning process during the lecture. This shows that a university has good output and is followed by a very high quality process so that later it will produce graduates who are

able to compete in the real world or in the field of work. Before choosing a college, prospective students need some information related to the accreditation of the targeted university, the study program to be taken. By looking at the output produced by the university, it will greatly affect the interest of prospective students to choose a college as expected by prospective students. However, what prospective students most expect is the absorption of university graduates in the field of work later, the quality of graduates, as well as user assessments of college graduates.

The educational zoning factor is the motivation that ranks fourth in students choosing to study at ULB. This can be seen from the zoning or distance from home to where students study is very affordable and really helps the existence of the household economy. The household economy in question is that zoning will allow students not to incur large costs such as boarding fees, fees, eating and drinking if they are in provincial urban areas or metropolitan capital cities. It is clear that living in a large urban area represents a growing need. It is very different from studying in their own area, which already has a place to live with their parents and can help their parents in doing business, farming and other activities to help improve the household economy. Apart from this, zoning will certainly tell about the social environment. This shows that being comfortable with the culture that has existed since growing up will bring an atmosphere that is much more comfortable, safe, peaceful and able to socialize well due to the same culture. Culture or culture that raises an individual will be much more comfortable when he is an adult, meaning that the existing culture will be faced. Very different like the culture in other locations that must require a process of adjustment Furthermore, the results of this study indicate that the perception of alumni ranks fifth with the eigenvector (0.10) for students in making decisions in choosing to continue college. Students see absorption in the field of work after graduation compared to the infrastructure provided in universities. One example is that many alumni from ULB, especially from the Faculty of Economics and Business, have spread to various companies in Indonesia, which means that alumni are ready to compete in the world of work and this is one of the attractions for prospective students in determining their choice to continue their studies at ULB universities. .

Based on research findings from the entire Faculty of Economics and Business, especially in the ULB management study program. In addition to the motivational factor for achievement as the most dominant factor in the first place, prospective students also consider other things in determining the university, namely the image of the university being ranked second. This shows that in addition to considering prospective students to have high acceptance in the field of work, the educational process is the third consideration after the image of the university. Furthermore, the motivational factor for students in determining the choice to continue their studies to higher education is the educational zoning which is in fourth place and after that, the fifth is the perception of the alumni being the fifth which motivates students in choosing to continue their studies in higher education.Thus, the results of this study provide very many valuable contributions, especially for university managers, in order to further improve the quality of higher education so that it becomes one of the universities coveted by prospective students who want to choose a university to continue to a higher education institution. quality. The motivational factor for achievement is the most dominant contribution of all motivational factors and most importantly, higher education institutions must always periodically evaluate what are the shortcomings for further improvement. Especially in terms of competition with other universities. To ensure the running of the motivational factor for achievement as a determinant in terms of making a choice to go to college.

In addition, research is also very helpful for people who want to continue to college, for prospective students in making choices before continuing to higher education. What are the important things when you want to continue your education to college. So that later after graduating from college, they can get a better and more decent job sooner. Starting from how to choose a college, to looking at university accreditation, seeing the image of universities in the community, what can be obtained from universities, for example what scholarships can be obtained by students after becoming college students, as well as how alumni perceptions of universities so that prospective students can consider as well as possible for the sake of their future safety in the future.

IV.   CONCLUSION

Based on the results of an analysis conducted at the Faculty of Economics and Business, ULB, it shows that the motivational factor for achievement is the dominant factor (first rank) with an eigenvector value = 0.31. then in the second rank the image of the university with the eigenvector value = 0.25 and in the third rank the process factor with the eigenvector value = 0.20. the fourth dominant factor (fourth rank) with eigenvector = 0.14 is education zoning. This is a supporting factor for students who continue their studies in higher education with various things, one of which is studying while working, being close to their parents and even being not given the opportunity to migrate to continue their education by their parents so that the motivational factor is very supportive. Furthermore, the dominant factor (ranked fifth) with eigenvector = 0.10 is the perception of alumni. This is a supporting factor for students on what is the reference for prospective students who will continue at ULB regarding the absorption of student alumni in the world of work.

V.   ACKNOWLEDGEMENTS

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