



The environmental factors that affect students from outside java island to choose Yogyakarta's Bimbel

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Abstract

The purpose of this study was to see the environmental factors that affect students who come from outside Java Island for choosing Yogyakarta's Bimbel (learning Institution) to preparatory pre-collage study. There were 107 respondents from various provinces in Indonesia involved in this study. They were asked about the 5 environmental factors which may be influence their decision to choose bimbel. The factors are parents' consideration, Bimbel's fee, living cost, social environment, and Bimbel reputation. This study used quantitative method by spreading questionnaire for collecting data. Study found that majority respondents agreed that the environmental factors have affected their decision to choose Yogyakarta Bimbel. In conclusion, the four factors: parents' consideration, living cost, social environment, and Bimbel reputation, were playing significant roles in affecting students' choice to study in Yogyakarta's Bimbel. Meanwhile, Bimbel's fee is not the factor of the students in enrolment Bimbel in Yogyakarta.

Keywords: environmental factors, bimbel yogyakarta

1. Introduction

1.1 Background of Study

It is one of the biggest competitions for senior high school students to be accepted at the top-10 universities in Indonesia. Seeing their children being members of an outstanding university is a pride for parents and means that it opens more opportunity to the children to gain their achievements and success. To make it real, the children have to jump in a competition with other students from different schools and backgrounds. Matondang (2015) ^[13] emphasized that competition to enter public universities has been increasing tightly. The high level of competition entering State Universities (PTN) shows that the community began to aware the higher level of education for their sons and daughters moving their social strata and economic level vertically.

Bimbel, the short form of *Bimbingan Belajar*, or learning service center is one of the ways for improving people regarding to academic matters. It is one of the non-formal institutions which provides learning systems by helping students to understand material subjects shortly and practically. As the institution, Bimbel should be well managed to make parents interested to enroll their children in.

Every year after finishing national examination in senior high school, many Indonesian students apply to Bimbel and rise continually in Yogyakarta. To enter public universities in Indonesia, the government designs tightly selection process by conducting generally national test known as SBMPTN followed by ex-senior high schools' students in Indonesia. Over there, students will compete in equal opportunity gaining their wanted university. The test will be conducted about a month after students finish their national examination or last examination in senior high school. The distanced time usually is used by students to enter Bimbel for preparing themselves facing the test for university.

Students prepare themselves to join the general selection to enter the state universities (SBMPTN) looking for the appropriate university that they want. The research conducted by Eriany, Hernawati, and Goeritno (2014) ^[6] found that 89.12% of students join Bimbel encouraged by their internal motivation. It appears from their awareness how the competition is so tight among them. They come to the Bimbel because they are afraid to fail in selection. They have strong motivation to study and actively discuss to the tutors of Bimbels related to university's matter.

One of the parents' efforts to provide support to children is involving them in activities in Bimbel, in the hope that the children will be able to get achievement in school, or at least they have motivation to study (Stephanie, 2005) ^[18]. Parents believe that Yogyakarta is the appropriate place to their children because it has many resources and competent tutors in its Bimbels. These conditions are hoped by parents to improve children's motivation to study and pass them to enter the top universities.

In Indonesia, National Accreditation Institution of University (BAN PT) has an authority to determine the university rankings. The committees from institution do assessments by looking some indicators. Based on list published by this institution in 2017, the top 10 universities in Indonesia are: Universitas Gajah Mada, Institut Pertanian Bogor, Universitas Sebelas Maret, Universitas Negeri Malang, Universitas Airlangga, Institute Teknologi Bandung, Institut Teknologi Sepuluh November, Universitas Hasanuddin, Universitas Indonesia, and Universitas Padjajaran (<http://www.tentik.com/10-universitas-terbaik-di-indonesia-versi-ban-pt/>).

There are many Bimbels spreading around Indonesian provinces but some students from outside Java Island choose to come to Yogyakarta's Bimbels. From Sabang (the westernmost part of Indonesia, Aceh) to Merauke (the easternmost part of Indonesia, Papua), there are some Bimbels in every province with various

brands and locations. Indonesia is an archipelago country and coming to Java Island is the hardest thing because it needs much cost and longtime duration. These phenomena will be point of view why the research must be conducted.

The evidence can be seen at the data gained by showed by Bimbel's institutions in Yogyakarta that explain how many students come from different areas of Indonesia to enroll the Bimbels. The students who come from outside Java Island increase to be accepted at top 10 universities in the last three years. Amount of students were approved 99 persons in 2015, 130 persons in 2016, and 173 persons in 2017. Based on the data, the students from outside Java Island increase in the last three years coming to Yogyakarta and passed the top 10 universities of Indonesia. In average, Bimbels in Yogyakarta accept more students from outside the city annually.

Regarding to this condition, it should have some affecting factors that encourage the students for choosing Bimbels in Yogyakarta. The factors encourages students to decide following Bimbel's program in Yogyakarta. According to the studies conducted by Bass (2005)^[2], Fam and Gray (2000)^[7], Hiu (2001)^[8], Hung, Shive, Wang, and Diu (2005)^[9], Mei (2007), Mazzarol and Soutar (2002)^[14] and Zhao and Guo (2002)^[20], 10 common pull factors can be identified that influence a mainland Chinese student's choice of a study destination abroad: (1) Knowledge and awareness of the institution, its reputation, and general knowledge of the destination country; (2) Positive attitude toward supporting international education in the destination country; (3) Recommendations and the influence of relatives, parents and friends; (4) Tuition fees, living expenses, travel cost and social cost; (5) Environment considerations including climate, lifestyle, crime, safety and racial discrimination; (6) Geographical proximity to mainland China; (7) Social or educational links to family or friends living in the destination country, or family or friends studying there; (8) Immigration prospects after graduation; (9) Perceived higher standards of education and employment prospects; and (10) Availability of scholarships for study.

The data collected by Bodycott (2009)^[3] showed that mainland Chinese students and their parents rate the importance of the exhibition/fair, and friends and relatives, as important factors when deciding on a study abroad destination or degree program. For both students and parents, the education fair was the most important source of initial information. Research finding by Salisbury, Umbach, Paulsen, and Pascarella (2009)^[17], when students choose a program that meets their intellectual or career goals, they consider their academic ability, achievement or preparation, educational and career aspirations, and the perceived potential of a study abroad experience to instill the human capital necessary in reaching those career goals.

In this research, some environmental factors will be asked to the respondents related to their decision in choosing Yogyakarta's Bimbel for study. The factors are: parents' consideration, Bimbel's fee, living cost, social environment, and Bimbel reputation.

1.2 Problem Statement

There are many Bimbels spreading around Indonesian provinces but some students from outside Java Island choose to come to Yogyakarta's Bimbels. It is an interesting phenomenon because

generally all the Bimbels have equal management and curriculum in every province. Most of them adopt the previous year test questions to be taught to the students. The students come to Yogyakarta's Bimbels by using their personal funding and they need to take far distance in traveling. It should have some affecting factors that encourage the students for choosing Bimbels in Yogyakarta. Many aspects influence students in making decision related to their academic goals.

Some previous studies have shown the affecting factors of students' decision to choose appropriate institution. In this case the researcher tries to find out the environmental factors that encourage students from outside Java Island choosing Bimbel in Yogyakarta. There are five factors that can be analyzed in this research such as parents' consideration, Bimbel's fee, living cost, social environment, and Bimbel reputation.

2. Method

2.1 Orientation of Study

The research is part of quantitative study to find out the level of environmental factors that affect students from outside Java Island in choosing Yogyakarta's Bimbel to be accepted at the top-10 universities in Indonesia, by involving five variables. In analytical data, this study used descriptive analysis.

2.2 Population and Sample

The population of this study is the students from outside Java Island who have enrolled in Yogyakarta's Bimbel and now are studying in the Top 10 Universities in Indonesia. Based on the data given by Yogyakarta Bimbels, the amounts of students are 148 persons. They are now studying in the top-10 universities of Indonesia which have highest university ranks.

The sample involved in this study is the university students who ever joint Bimbel in Yogyakarta. Characteristics of the sample are: (1) The students come from outside Java Island; (2) They passed the test to the top-10 universities in Indonesia; (3) They enrolled to Yogyakarta's Bimbel in 2015, 2016, and 2017; and (4) The students are still being the universities members. For determining the amount of sample, this research refers to the table by Krejcie & Morgan (1970)^[11]. The sample size should be 107. However, to anticipate the missing data, the researcher decides 115 respondents involved in this study. The samples are chosen by using random sampling method from the top 10 universities students coming from outside Java Island.

2.3 Instrument

The instrument used in collecting the data is questionnaire that is composed of 2 parts: Part A is the demographic factors of the students. The items are on gender, age, original province, parents' marital status, father's occupation, mother's occupation, family monthly income, current father's education and current mother's education. Part B contains the questions about environmental factors that affect students' choice from to choose Yogyakarta Bimbel.

2.4 Procedure

The procedure is divided into some steps such as: (1) Design questionnaire; (2) Contact Bimbels in Yogyakarta; (3) Take the list of students from outside Java Island who passed to the top 10 universities on the last three years; (4) Sample verification; (5)

Contact each sample to ask about their approval; (6) Send the Google doc form to their email; (7) Analyze data collection; (8) Discussion; (9) Conclusion.

3. Findings

3.1 Respondents` Demographic Characteristics

This study involves the university`s students as the respondents who originally come from outside Java Island and have experience in enrollment The Yogyakarta`s Bimbel. The participating respondents are 107 persons. They consist of 30 (28%) male students and 77 (72%) female students. The students have participated as respondents coming from 25 from 34 Indonesian provinces that it means more than a half of the Indonesian provinces participating on it. There are 6 provinces in Java Island not include in this study. Majority of the respondents come from Kalimantan Timur Province, with a frequency of 11 and a percentage 10.3%. This is followed by respondents from Kalimantan Tengah Province, with the frequency of 10 and a percentage of 9.3%. Lastly, The Sulawesi Utara, Maluku, and Papua Barat Provinces are the smallest number of respondents, which each of them has frequency of 1 and a percentage of 0.9%.

3.2 The Environmental Factors of Students` to Choose Yogyakarta`s Bimbel

Table 1: Descriptive Statistics of Environmental Factors

	N	Mean	Std. Deviation
13	107	2.93	.81
14	107	2.84	.93
15	107	2.39	.91
16	107	2.49	.77
17	107	3.31	.81
18	107	3.40	.75
19	107	3.02	.75
20	107	2.13	.86
21	107	3.15	.60
22	107	3.05	.79
Valid N (listwise)	107		

In Table 1 above, it was found that majority respondents agreed to the environmental factors have encouraged them to choose Bimbel in Yogyakarta. It has 10 questions to see environmental factors which encouraged students from outside Java Island choosing Yogyakarta`s Bimbel. There are 5 indicators of environmental factors in this study and each of factors is divided into 2 questions.

The factor of parents` consideration consists of item number 13, *My parents suggested me to enroll Yogyakarta`s Bimbel* and number 14, *My parents helped for looking information about Bimbel in Yogyakarta*. Respondents show agree, with the value of $M= 2.86$ adopted from $(2.93+2.84):2$. In terms of Bimbel`s fee, it is showed in item number 15, *The Bimbel`s fee in Yogyakarta is lower than other provinces in Indonesia* and 16, *Everybody has opportunity to study in Bimbel Yogyakarta because of the appropriate fee*. The students` answer is disagree, with the value of $M=2.44$ taken from $(2.39+2.49):2$.

The factor of living cost is indicated in item number 17, *I could maintain study in Yogyakarta because the living cost is low* and 18, *The living cost is the most important option for studying in Yogyakarta`s Bimbel*. The respondent`s show most agree, with

the value of $M= 3.36$ adopted from $(3.31+3.40):2$. The factor of social environment is stated in item number 19, *The society and political tensions were safer than many provinces in Indonesia to study* and 20, *The society has good educational climate*. Majority of respondents answer agree, with the value of $M= 2.58$ from $(3.02+2.13):2$. The last environmental factor is Bimbel reputation in item number 21, *I believe that Bimbels in Yogyakarta have good reputation as destination for looking better education* and 22, *I felt Yogyakarta`s Bimbel better quality to study than in my province*. The students show agree by the value of $M= 3.10$ adopted from $(3.15+3.05):2$.

Based on data analysis of environmental factors, the students show disagree only one from five environmental factors. They disagree about the Bimbel`s fee in Yogyakarta. According to the data, the highest factor that encourage students choosing Yogyakarta`s Bimbel is the living cost factor in Yogyakarta.

4. Discussion

In order to see whether the study has achieved its objectives, it is critical to look back and analyze the information and data gathered from the study. The research instrument used for this study was a set of questionnaire designed by adapting various elements from previous studies. The questionnaire contains several parts: part (A) explained demographic profile and part (B) explained environmental factors that affect students` decision to choose Yogyakarta`s Bimbel. The data gathered is analyzed using SPSS program version 21. by using descriptive statistical data analysis. The detailed discussions on how the empirical results provide answers to the research questions are presented in the following sub-sections.

4.1 Making Decision to Choose Bimbel (Learning Institutions)

Sociologists argue that students` educational choices are made within the boundaries of unique social contexts—often closely related to their socioeconomic backgrounds—that structure students` educational decision-making. Similarly, student-choice theory asserts that students` decisions are made in “situated contexts” based on their habiti, as shaped by individual home and school environments (McDonough 1997; St. John and Asker, 2001). It is part of the reasons how far the social environment influences individual decisions.

Making decision to choose higher education has been explained by the one of theories sociology education known as Habitus Theory. Announced by Bourdieu and Passerson (1977), habitus refers to the enduring beliefs, attitudes, aspirations, perceptions and values an individual acquires through home and school environments and social class that serve to frame and constrain their choices. Salisbury (2009) ^[17], emphasized that students make decision about where to live, how many courses to take, which major to pursue, whether to work, and whole host of other choices regarding the possibility of participating in optional educationally valued experiences. As previously discussed in this paper, the decision whether or not to pursue a study abroad experience is an increasingly important and widely discussed example of just such a decision.

Students will choose based on their habitual contexts and observation in their environment. Social organizations influence themselves how to act and how to choose better education. They don`t want to be forced to follow something which is not their

passion at all. Learning in education is a way for free, expressing the ideas, and making decision by their own for the future life.

Choosing the best thing is a common sense of normal human because everybody wants to be a successful person in their lives. People will do everything to improve their achievements by making decision to make it real. It is include in deciding Bimbel or learning center to pursue their better future. They have a great desire to be accepted in top campuses to show that they can do like other people do.

A research found that the two signals of students in deciding institution of higher education are career prospects and program interests (Maringe, 2006)^[12]. Choosing educational institution is an important thing for pursuing career in the future because it is related to improvement of ability and professional skills. Program interests mean that the pedagogical knowledge offered by the institution is able to fulfill learning needs of students.

One of the efforts made by parents to provide support for children is to enroll them in the Bimbel's learning activities, in the hope that the child will be able to excel in school or at least motivated to learn (Stephanie, 2005)^[18]. Parents believe to Bimbel for improving achievements of their children due to the quality learning method in this institution. Bimbel creates interactive approach in serving students' learning styles.

The tutors in Bimbel develop innovative strategies and learning approaches to help students in answering the questions when they do the tests. In a test for selecting to enter public universities level, students must work effectively and efficiently. They need to make sure answering the questions as much as they can in short time and correct. They will be training in Bimbel doing all of the things related to their preparation facing the examination. The discussion is the important point in learning aspect in Bimbel because students are taught by implementing adult learning approach. The tutors clearly explain and open any ideas from other students who have expertise about the materials. It's not suggested giving many materials for students but they need to be trained in practical activities by solving the questions.

4.2 Factors Affecting Students to Choose Bimbel

In term of the environmental factors, majority of the students show their acceptance. Data found that 71.13 percent of students believe the encouragement of their environment very important for joining study. The environmental factors' questions ask about how they think to parents' consideration in choosing educational institution, weather Bimbel's fee influence their choice, living cost in Yogyakarta, social environment, and Yogyakarta's Bimbel reputation.

The environmental factors as known as external factors are the factors that encourage students from outside Java Island to choose Yogyakarta's Bimbel. Based on the data, respondents agree that the environmental factors are important to consider. Parents' suggestion is the important point for students to enroll Yogyakarta's Bimbel. The parents' factor has been showed by their helps for looking information about Bimbel in Yogyakarta informed to their children. In terms of tuition fee, students show their low agreement that statements "Yogyakarta is lower than other provinces in Indonesia and everybody has opportunity to study in Bimbel Yogyakarta because of the appropriate fee". More than a half of respondents answered disagree. It means that the fees in Yogyakarta's Bimbel are similar to Bimbels in other provinces and it could be higher than certain areas. Respondents

agree that the living cost in Yogyakarta is low and it is the most important option for studying in Yogyakarta's Bimbel. The society and political tensions were safer than many provinces in Indonesia to study. Yogyakarta's society is well known with its hospitality. Educational climate in Yogyakarta is good because it is surrounded by popular universities like Gajah Mada University, Yogyakarta State University, and International Islamic University of Indonesia. Reputation of Yogyakarta Bimbel is believed in a good level and provides better quality in learning services for students.

Parents actively seek information about appropriate institutional education for the children. According research found by Bodycott (2009)^[3], both parents and students viewed the 'exhibition/fair' to be the most important source of information on study abroad destinations. When parents were interviewed however, 65 per cent expressed preference for attending seminars hosted either by schools or provincial recruitment offices (65 per cent). It is part of the efforts of parents involving themselves for attending educational exhibitions. In Bimbel context, parents collect much information about which the Bimbel is for helping their children. The children and parents communicate each other to decide Bimbel preparing to enter top-10 universities in Indonesia. Sometimes, some students just come to make their parents happy and don't have interest when they study in the class. On the contrary, other students will pay more attention to their parents' consideration in choosing appropriate institution.

This study showed that the tuition fee of the Bimbel in Yogyakarta is higher than their original provinces according to respondents' opinion but they annually keep increase for applying to Yogyakarta's Bimbel. It has rejected some previous research which found that setting highly cost for education make many students to be pessimistic to pursue their dream. Commercially educational institution cuts hopes of many children to be successful person. Attansio (2011) said that cost variables have the expected sign and are significant. For instance, an increase in the distance from the nearest secondary school, significantly decreases the probability of attending school. According to Bentaouet-Kattan in Morgan, Petrosino, & Fronius (2014)^[16], several countries have experienced large increases in enrollment after abolishing school tuition fees. For example, in Kenya, primary school enrollments increased from 5.9 million in 2002 to 7.12 million in 2004; Timor Leste saw a 9.5 percent increase between 1999 and 2001. When students choose a study abroad program that fits their budget, they compare the expected costs and benefits in terms of additional direct or indirect costs, family income, and other elements of financial capital (Salisbury, 2009)^[17]. The study indicated that the tuition fee factor doesn't influence their decision to choose Yogyakarta's Bimbel.

Majority of respondents said that the living cost in Yogyakarta is cheaper than their provinces. The cost of living is an important thing for students in choosing educational institution. Some researchers have argued about this. For example, research by Hung, Chung, and Ho (2000)^[10] identified three factors that motivate main-land Chinese students to study abroad: the possibility of future migration opportunities after graduation; high quality of education; and competitive lower tuition fees and cost of living. Crisp (2009)^[5] These pull factors are thought to be related to students' attitudes and ability to remain in college and center on variables outside of university life, such as having to work off-campus, attending to family responsibilities, dealing

with financial concerns, or attending campus part-time. The orientation in choosing an institution for pursuing study is best quality and cheapest in cost. It is supported by life styles of students, how they manage the expenditure and buy something based on their priority. Many people face trouble condition in financial area because of this matter. It can effect to the next steps of their professional careers feeling dissatisfied with the salary and at the end being a corruptor. As students consider the curricular viability of a study abroad program, they may need to consider if they can afford the additional costs of an extra semester to complete their degree as well as the possible value of additional knowledge and experience (Salisbury, 2009) ^[17]. For pursuing study at Bimbel, students need to know about their additional needs and analyze with the budget that they have. They should consider about the financial condition of their family and how long the program must be completed.

Respondents agree that Yogyakarta has comfortable social environment and safety to visit for education. Warming society is part of interested matter to be considered. The culture encourages students to have more motivation to gain their dream. Students can learn a lot about the tradition, community live, characteristic society, local languages, and compare to their home town. They can adopt the positive values in the new place as social capital and share to others. It will be part of the factors in deciding place to choose Bimbel. Intercultural experience cannot be gained if students just stay on their homeland. Sharing the idea, involving in activities, and desiring to get achievement are the undoubtedly aspects in creating stable community. The learning about communities can be carried out by students to their original community when they return. Bodycott (2009) ^[3] Students in this study, unlike those in previous studies and the parent group, were pushed by a perceived higher quality of education and range of international/intercultural experiences they believed would be received abroad compared to that in their homeland. Students' behaviors and college experiences are also thought to be influenced by environmental pull factors that exert a "pulling away" or a "drawing in" of students into the academic and social campus environments (Crisp, 2009) ^[5]. Social interaction, peer experiences, and home stay condition are the main parts of environmental factors. The factors are the extrinsic motivation for students. When the environment gives positive values, they will have great desires to be the best in studying and vice versa. Based on the data, Bimbel Yogyakarta has the highest reputation among the other provinces in Indonesia. It was one of the factors that encourage students from outside Java Island to come. The students need a good reputation of Bimbel because they know that it has highly standard learning to get the top 10 universities in Indonesia. They choose to go far from their hometown for pursuing the educational institution that will answer their dream. Parents provide money and let the children go to get better quality for their children. Research by Bodycott (2009) ^[3] found that in essence the students interviewed perceived the standard of education and teaching in overseas universities to be better than that in a home (mainland Chinese) university. It has given proven that the crucial reason of students to find out the appropriate education is a hope for getting much more opportunity to be successful in the test. To enter top 10 universities, they need to know about the reputation of the bimbel. Measuring of reputation an institution involves many instruments like how about the learning condition is, tutor qualification, facility, how many the

students accepted in the public universities, and many others. By a good reputation of an institution, students are more confident to get better learning process and help them a lot in learning difficulties that they face before. They fly from their hometown to Yogyakarta by carrying a big hope to enter Indonesian top 10 universities. They believe the bimbel facilitate the high standard quality of education and they can compete to other students from around Indonesia.

5. Conclusion

The study has divided the environmental factors of the students from outside Java Island to choose Yogyakarta's Bimbel into 5 main variables. The variables are parents' consideration, Bimbel's fee, living cost, social environment, and Bimbel reputation. Based on the data analysis and discussion in previous chapters, it can be concluded that the four factors: parents' consideration, living cost, social environment, and Bimbel reputation, are playing significant role in affecting students' choice to study in Yogyakarta's Bimbel. Meanwhile, Bimbel's fee is not the factor of students in applying Bimbel institution in Yogyakarta.

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