SUMMARY

ARIS SOLIKHAH. Influence of Personality, Motivation, Brand Image and Environmental on Student Intention in Choosing Bogor Agricultural University. Supervised by HARTOYO and LILIK NOOR YULIATI.

The globalisation of trade has brought enormous implications on the business services sector in particular universities in Indonesia. College (PT) are required to further improve its quality in order to compete both at home and abroad. College competition for attracting prospective students increasingly tight. Bogor Agricultural University (IPB) as one of the Universities Incorporated Law (PTN-BH) implement a strategy of promotion for doing socialization acceptance and attracts prospective freshmen in an effort to expand access, increase in agricultural higher education applicants and retain his input quality by finding searching for and receive new candidate comes from the students with the best ratings value in every high school. By knowing the factors that affect the intends of students rank 15 best high school PERAKS (Academic History Performance schools), especially in Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek). IPB can make the scale of priorities program activities (promotion) that can maintain the quality of his input.

The research aimed to identify the level of intention and analyze the influence of personality, motivation, brand image and environment against intention of the top15 students of class XI IPA in 2014/2015 from 14 high schools in Jakarta, Bogor, Depok, Tangerang, and Bekasi to choose IPB and its managerial implications. The number of respondents who researched as much as 210 students and data retrieval is performed in May-June 2015. Data retrieval method using likert scale questionnaire. Questionnaire with likert scale was used as a method in collecting data. Descriptive and structural equation modeling (SEM) were used in analyzing data.

The results showed the respondents or the students more women-sex (66 percent) than men (34 percent) and spending a month range between Rp 3,630,000 and Rp to 216,000 average spending of students of Rp 1,268,434. Based on the average value of the indicator variable score respondents have personality Conscientiousness (3.55), Extraversion (3.55) and Openness (3.46) at once. Respondents strongly agree the highest motivation when choosing a College is a program of study of interest (65 percent). An average score of perception of brand image respondents is the highest Indonesia University (4.06), and Gadjah Mada University the lowest (3.99), while the third position of IPB (4.02). Answers of the respondents showed a parent and internet have great influence in choosing a college, along with the counseling teacher. The majority of students knew about the IPB sources the information came from most their parents (31 percent) and internet (28 percent).

The results showed that one of three student was interested in applying to IPB as a sequence of first choice and second choice. Brand image and motivation significantly affect the intention of students in choosing IPB. Environment and personality does not affect the intention. Environment significantly affect brand image and student motivation. Personality does not affect the motivations, brand image and intends. IPB in making marketing strategies related to student intention
should consider motivational factors (for example student like science and agricultural technology), brand image (good reputation) and the environment (like consideration from counselor teachers and access to internet/website) in choosing a college as a major factor.

Keywords: brand image, environment, intend to choose IPB, motivation, personality

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