SUMMARY

MAHMUDAH. Analysis of Factors That Influence Students Decisions Choosing Postgraduate Programs at Department of Resources and Environmental Economics, Faculty of Economic and Management, IPB University. Supervised by LUKMAN MOHAMMAD BAGA and SITI AMANAH.

Students are one of the most important inputs in the implementing higher education. One of the successfully of the university can be seen among others from the number of applicants and the number of the students in accordance with the capacity they have. For the last five years the development of the number of the students in the postgraduate program in the Department of Resources and Environmental Economics, Faculty of Economics and Management IPB has decreased. This research aims to analyze the students’ decision making process, analyze the factors that influence the students’ decision to choose postgraduate program in the Department of Resources and Environmental Economics, Faculty of Economics and Management IPB, and formulate alternative policies in order to increase the number of the students.

The respondents in this research are 54 master program students and 51 doctoral program students which is determined by simple random sampling method. Descriptive analysis is used to explain student characteristic and students’ decision making process. Multiple regression analysis is used to analyze the factors that influence students’ decision to choose postgraduate program in the Department of Resources and Environmental Economics, Faculty of Economics and Management IPB. Furthermore Analysis Hierarchy Process (AHP) is used to prioritize postgraduate program in the Department of Resources and Environmental Economics, Faculty of Economics and Management IPB to increase the number of the students.

The results of research aims that the students’ decision making process choose to continue their study in the postgraduate study program in the Department of Resources and Environmental Economics, Faculty of Economics and Management IPB is carried out in five stages. The five stages of the student decision making process namely the main reason to continue the study, searching information, evaluating alternatives, decision to choose, and evaluating post-election. Factors that influence significantly the students’ decision to choose postgraduate program in the Department of Resources and Environmental Economics, Faculty of Economics and Management IPB is the product, promotion, and willingness. The results of AHP show that the overall priority factor is the product. The overall priority actor is the head of the study program. The strategy that has become overall priority in order to increase the number of the students is to offer cooperation to several institutions both domestic and overseas.

Keywords: department of resources and environmental economics, postgraduate programs, study program