POSTGRADUATE STUDENT BEHAVIOR IN CHOOSING COLLEGE DESTINATION: CASE STUDY IN STATE UNIVERSITY OF MALANG INDONESIA

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Abstract - State University of Malang (UM) is one of the state universities in Malang, East Java, Indonesia that have 8 faculty and 1 postgraduate program. Before 1999, UM has named IKIP Malang that manage educational program. After 1999 UM have receive reliance from government to manage educational and non-educational program. Management study program is one of the non-educational programs in postgraduate UM. Although it has been established for 5 years, but the number of students is still relatively small. This study aims to describe and analyze the behavior of students in choosing a college. Benefit this study for stakeholders are (1) to create a promotional policy to attract student studying at the postgraduate UM (Push strategy) (2) to create a repair facilities to attract student studying at the postgraduate UM (Pull strategy). The research design is descriptive qualitative with case study. The subjects of the study were students, alumni, postgraduate director, administrative staff and head of management study program of State University of Malang. To improve data accuracy, triangulation is done both triangulation method and data source. Data analysis using Miles & Huberman model (in Moleong, 2010) with stages (1) data collection (2) data reduction (3) data display and (4) drawing conclusion. The results showed that the process of selecting colleges through stages (1) analysis of student needs (2) information search through friends and internet (3) alternative selection with friends and (4) decision making with parents. Several factors considered by prospective students to make decisions include location, college status and cost.

Keywords - student behavior, choosing college destination