

# Factors Affecting Student Decisions in Taking Education in the Accounting Study Program

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## ABSTRACT

This study aimed to determine and analyze the effect of the cost of education, job opportunities, academic programs, and the reputation of tertiary institutions on student decision-making in studying in the Accounting Study Program. This type of research uses descriptive quantitative using quantitative data in the form of a questionnaire. The sampling technique in this study was to use a probability sampling technique in the form of proportionate stratified random sampling, namely, 129 students at private tertiary institutions in the city of Medan with an accounting study program. This study concludes that the cost of education, job opportunities, academic programs, and college reputations simultaneously positively and significantly affect student decisions in choosing an accounting study program at private tertiary institutions in Medan City. The cost of education significantly positively affects student decisions in selecting an accounting study program at private tertiary institutions in Medan City. Job opportunities partially have a positive and significant impact on student decisions in choosing an accounting study program at private tertiary institutions in Medan City. Also, the academic program has a partially positive and significant impact on student decisions in selecting an accounting study program at private tertiary institutions in Medan City. The Adjusted R Square value of 0.795 means that 79.5% of student decisions in choosing an accounting study program at private tertiary institutions in Medan City can be explained by tuition fees, job opportunities, and academic programs. In contrast, the remaining 20.5% is explained by other factors not examined in this study.

**Keywords:** Cost of Education, Job Opportunities, Academic Programs and College Reputation, Student Decisions

## INTRODUCTION

In the current era of globalization, developments in the business world provide diverse employment opportunities for the workforce, especially for students who graduate from accounting study programs. The development of the business world must continue to receive a response from the accounting education system to produce quality accounting graduates ready to use in the world of work. In Indonesia, as part of it, of course, it is required to increase accountability and transparency in every presentation of its financial statements. It is part of the responsibility of a public accountant. On a broader scale, public accountants are a crucial element in creating a transparent and accountable public life. The development of accounting is basically in line with the development of the business world. Developments in Indonesia's economic sector have recently led to an increased role in accounting. Many developments in the economic sector require accounting to provide the financial information the public needs in making economic decisions.

In the view of society, accounting has an exciting position, seeing accounting as having an essential role for organizations or institutions, even in daily activities related to finance and reporting. Accounting also has a quite special place in the school and

tertiary curriculum, as evidenced by the increasing number and development of accounting education institutions, accounting courses, and so on, so that they can support the progress of accounting education and ultimately produce competent accountants. Risnawati & Irwandi, 2012).

Accounting cannot be separated from business activities and other economic activities. Currently, business development in Indonesia is growing quite rapidly. It is indicated by the many economic activities in the bank and non-bank financial institutions. According to Harsha in Mirayanti et al. (2017), community involvement is not only for customers who save money at the bank or invest funds in institutions but also work in the industry. In this situation of rapid development, institutions and industries need competent human resources (HR) in the accounting field. Because the availability of talented human resources for industry and other business activities, especially universities, is the community's responsibility. College is the final education carried out after secondary education, which is held to develop talents, skills, and abilities to become valuable members of society to apply science and technology. The college itself consists of institutes, colleges, and universities. In college, many study programs can be an option for prospective new students, including the accounting study program (Irmawati, 2018). Determining the right college and study program is a challenging matter. The lack of information and ignorance of interests or talents lead to problems and regrets in the future. These problems include the quality of tertiary institutions that must be in line with expectations, the inability to attend lectures properly because they are not interested in their chosen field, and the inability to complete lectures properly, which results in dropping out (DO). In addition, prospective students must also consider many things, such as internal and external factors when choosing a study program, their interests, previous

educational background, and future careers (Arif, 2018).

The average private university in Medan City has a faculty of Economics and Business with an accounting study program. The Faculty of Economics and Business is designed to educate students to become professionals. The weight of education and teaching includes acquiring knowledge, professional orientation, and various intellectual, communication, leadership, and interpersonal skills and expertise. Graduates are also expected to be able to apply their knowledge in various national and multinational companies. The following are private tertiary institutions in Medan City with an accounting study program:

**Table 1. Number of Students of Accounting Study Programs at Universities in Medan**

No	University	Number of Students
1	Universitas Prima Indonesia	348
2	Universitas Methodist Indonesia	304
3	Mikroskill	198
4	Universitas Muhammadiyah Sumatera Utara	357
5	Universitas Medan Area	158
6	Universitas Al-Washliyah	254
7	Universitas Elaan Nusantara	108
8	Universitas Pance Budi	288
9	Universitas Kanilik St. Thomas	245
10	Universitas Pelita Harapan	128
11	Universitas Harapan Medan	186

Source: College Base, 2022

The accounting profession plays an essential role in the business world. In the field of business, the accounting profession has a special place because, like other professions, the accounting profession is required to have more expertise in accounting. There are already many educational institutions that specifically teach accounting theory, such as the curriculum in schools and universities, both public and private. Not only that, the emergence of accounting course institutions in Indonesia has now started a lot. Conditions in the work world welcome this phenomenon positively. It is indicated by the many opportunities provided by companies for the needs of the accounting profession. With this condition, indirect competition in work will be increasingly stringent. An accountant is required to have better competence compared to other accountants.

In addition, prospective students will undoubtedly be confronted with their abilities and readiness to face the world of work. According to data from the Central Statistics Agency (2022), downloaded on July 8, 2022, the number of open unemployed in Indonesia is 7.07 million. This number is a concern because the amount of unemployment is with a high level of education or diploma and bachelor's degree. Of course, this can describe the competition in getting a job.

In choosing a study program, many considerations affect prospective students in which study program to choose in continuing their education at tertiary institutions. The factors influencing the accounting study program are the cost of education, socio-economic background, reputation, and study program prospects. These factors influence increasing or decreasing the decision-making of SMA/SMK graduates in choosing a study program. The accounting study program is a major or study program still in great demand by students throughout Indonesia today. It has been proven that accounting is one of the most popular majors or study programs in the social humanities field (Hanif et al., 2015). It is because there are many job prospects from accounting majors that graduates can fill.

The reasons underlying the decision of students interested in an accounting study program are certainly influenced by many factors from the student's point of view. Several studies that have been conducted previously mention many factors that can influence students in choosing an accounting study program. In this case, the researcher is interested in taking the factors of cost of education, job opportunities, academic programs, and college reputation as independent variables and students' decisions to study accounting courses as the dependent variable.

## **LITERATURE REVIEW**

### **Student Decisions in Choosing Accounting Study Programs at**

#### **Universities in Medan**

Sirojudin (2019) says decision-making is the process of choosing an alternative way of acting efficiently according to the situation. Decision-making should be understood in two senses: goal setting, which is a translation of ideals and aspirations, and achieving goals through implementation.

The basics used in making decisions vary, depending on the problems faced. According to Terry in Hikmat (2015) stated, the basics of decision-making that apply are as follows:

##### **1. Intuition**

Decision-making based on intuition or feelings is subjective and easily influenced.

##### **2. Experience**

Decision-making based on experience benefits practical knowledge because one's experience can estimate the state of something and calculate the pros and cons of the decisions that will be produced.

##### **3. Facts**

Decision-making based on facts can provide sound, solid, and good decisions. With facts, the level of trust in decision-making can be higher so that people can accept the decisions made voluntarily and gracefully.

##### **4. Authority**

Leaders usually make decisions based on authority against their subordinates or people with a higher position to people with a lower position.

##### **5. Logic / Rational**

In rational-based decision-making, the resulting decisions are objective, logical, more transparent, and consistent, so they can be said to be close to the truth or follow what is desired.

The decision that has been chosen is the best decision from several existing alternatives to achieve the desired goal. According to Zulaikhah (2014), some factors influence a person in making decisions, including problem factors, situation factors, and condition factors.

### 1) Problem Factors

In choosing a study program, of course, several problems become a barrier to deciding, which is a deviation from what is expected, planned, or desired and must be completed. The intended purpose is the decision to choose an accounting education study program.

### 2) Situational factors

It is the whole of the factors in the situation that are related to each other and influence together. In a decision situation, many factors influence individuals in choosing accounting majors.

### 3) Condition Factors

It is a state when making an overall decision from the factors that together determine one's power of movement, power of action, and ability.

Decision-Making Indicators, according to Syamsi in Hevi (2013), are as follows:

- a) Problem Identification / Problem Recognition
- b) Relevant information introduction/ collection of information.
- c) Alternative actions.
- d) Alternative analysis.
- e) Implement decisions and evaluate alternatives.

### Cost of education

According to Mulyono (2010), the cost is the amount of money provided, allocated, used, or spent to implement various functions or activities to achieve a goal and objectives within the framework of the management process. The cost of education is one of the important factors in providing education. If there is no support for the cost of education, then the process of implementing education will be disrupted.

Cost of education includes Education Development Donations (SPP), Student Welfare and Facilities Funds (DKM) per semester, funds for dormitories (specifically for students living in dormitories) per month, including food and transportation allowances, and other costs such as library membership,

computer labs, health, and others (Rambat Lupiyoadi & Hamdani, 2013). According to Rambat Lupiyoadi & Hamdani (2013), there are differences in the cost of education at each tertiary institution. Universities use different tuition fees for each student and program, including:

- 1) Based on the study program, examples: are economics, engineering, languages, and law.
- 2) Based on student level, for example, undergraduate students differ from postgraduates, where the fees for postgraduates are more expensive.
- 3) Based on student credit load
- 4) Based on the type of student program; for example, programs with undergraduate degrees or non-degree/baccalaureate/diploma degrees.

In this study, the cost of education is the overall financial sacrifice incurred by consumers (students or student parents) to study from the beginning to the end of education. These costs include registration fees, living expenses, and educational expenses incurred for college purposes. The indicators for educational costs in this study are tuition fees/UKT, scholarships, and practice fees.

### Job Opportunities

Job opportunities or job opportunities, according to Purwanti (2021), are the availability of jobs that can accommodate the existing workforce. Job opportunity is a crucial indicator of a country's economy. It is because many existing jobs will be able to reduce the number of unemployed in the community, increase community productivity, and improve people's welfare and economy.

These job opportunities will accommodate all existing and willing workers if the available jobs can cover or be balanced with many existing workers (Zenda & Suparno, 2017).

Getting a decent job and having adequate or even high wages is the dream of



everyone who is currently struggling to find work and is one of the things to consider for those who are struggling to pursue education. Risnawati & Irwandi (2012) stated that looking at job prospects and earning a high income is also one of the things that interested parties consider to choose a major in a particular tertiary institution. The existence of demand and supply of labor in a type of work has a massive role in determining the level of income in a type of work, including in the accounting field where accounting graduates themselves are still much needed in the world of work.

### **Academic Program**

The academic education program in college is directed primarily at mastering science and its development, prioritizing quality improvement, and broadening scientific horizons. Purwanti (2021) found that academic programs such as various study programs, program degree flexibility, major change flexibility, and various degree options are the most crucial factor for students to choose a college institution.

Regarding research conducted by Handayani (2017) regarding the influence of academic programs on student decision-making in choosing a study program, three indicators of academic programs include:

- 1) Universities have a wide range of degree options available.
- 2) Universities have several specialized study programs available.
- 3) The university has flexible entry requirements.

### **College Reputation**

According to Rangkuti (2017), reputation is the overall perception of a company, related to what should be obtained when customers buy products or use services from the company. The assessment of an entity may be related to the financial, social, and environmental impacts of an entity from time to time. The corporate reputation of college institutions can be defined as subjective and collective recognition, perception, attitude, and evaluation of

established college institutions among all stakeholder groups (internal and external) of the college for a certain time based on quality indicators, past behavior, communication, symbolism, and the possibility and potential to meet or satisfy future expectations compared to competitors related to college.

Regarding the reputation of university institutions, Wibowo's study (2014) found that college reputation is essential to understanding when a new graduate is looking for a job. It is because university institutions create their image and brand reputation in the industry. Universities have become more competitive in the market, trying to attract the best students and provide the best job opportunities for students who have been accepted. It directs university institutions to create a competitive advantage by attracting the best students (top students) and making the university the best educational institution. The college reputation of a university graduate working in a company was found to be related to the employee's performance. In addition, students feel that studying at a particular university shows their level of success in getting a job and their perceived wage range after graduation, company preference for them in the job market, students' sense of pride and eligibility for their level in the job market (Wibowo, 2014).

### **Previous Research Review**

Research conducted by Saputro (2017) the results of the research namely: (1) the factors that influence student decisions in choosing the Mathematics Education Study Program are family factors, colleagues, the personality of prospective students, school of origin, campus image, and job prospects; (2) These factors simultaneously influence student decisions in choosing a study program; and, (3) Campus image and employment prospects are the most influential factors on student decisions in choosing a study program.

Research conducted by Syardiansyah

(2017) with the results of data processing and discussion shows that five dominant factors greatly influence, namely: cultural factors due to local content, the influence of the living environment, cultural and environmental similarities, cultural development, and environmental and social factors because of the neighborhood community and school friends.

Research conducted by Harahap (2015) the results of this study have been carried out. The simultaneous regression test (F test) uses that all independent learning variables have a simultaneous effect on the choice of an accounting major. A regression test (t-test) shows that cultural and social variables do not affect the selection of majors, while personal and psychological influences the choice of majors in accounting.

Wally (2013), in his research, found that the main factors influencing students to take accounting include the availability of advancement opportunities, personal interest in the subject, availability of jobs after graduation, passion for the profession, and high income compared to other professions. The findings also reveal that most students chose to major in accounting after high school but before entering university, and about a third of respondents decided in high school.

Research conducted by Anis & Hanafi (2015) found discriminant analysis showing that the only substantive differentiating variables were perceptions of accounting education, perceptions of the accounting profession, personal skills, and essential references. While 'impressions of introductory accounting courses' and 'gender' (not published in discriminant function) were the weakest predictors. They suggested that they were not related to the choice of major. This paper provides academics with insight into the development of accounting education.

Research conducted by Owusu et al. (2019) entitled "What influences the course major decision of accounting and non-accounting students?" found that students' belief in their academic strengths and ability to

manage academic work was a good predictor of their major course decisions. In addition, students majoring in accounting are driven more by personal interests, while non-accounting students are motivated mainly by outside interests. Also, students' academic achievement influenced their major course decisions.

### Framework

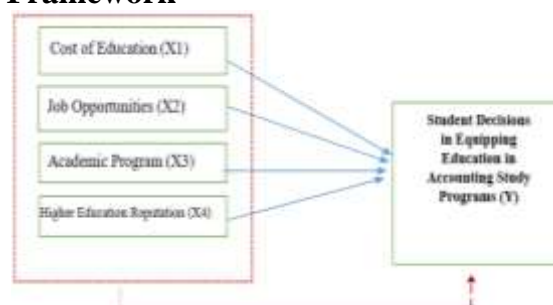


Figure 1. Framework

*H1:* The cost of education positively affects student decision-making in the accounting study program.

*H2:* Job opportunities positively affect student decision-making in the accounting study program.

*H3:* Academic programs positively affect student decision-making in the accounting study program.

*H4:* College reputation positively affects student decision-making in studying accounting study program.

*H5:* Cost of education, location, the college reputation, and academic programs simultaneously influence student decision-making to study in the accounting study program.

### MATERIALS & METHODS

The type of research used in this research is quantitative research. This research will examine and observe the influence of education costs, job opportunities, academic programs, and college reputation student decisions in choosing an Accounting study program (Empirical Study on Private College Students in Medan City).

The population in this study were all students of the private university

accounting study program in Medan City from the 2021-2022 class.

The sampling technique in this study was to use a probability sampling technique in the form of proportionate stratified random sampling. It is because the study population was divided into several strata or sub-groups, and separate samples were taken from each sub-group (Azwar, 2010). The sampling method in this study is to determine the number of subjects in each class. Then determined, the percentage of the sample size of the entire population. In this study, researchers took a probability of 5% for sampling. The number of samples or sample size for each stratum is as follows:

Table 2. Determination of the number of samples

No	University	Number of Students & Percentage	Sample
1	Universitas Prima Indonesia	348 x 9%	17,4
2	Universitas Methodist Indonesia	304 x 9%	15,2
3	Makassar	195 x 5%	9,9
4	Universitas Muhammadiyah Sumatera Utara	357 x 9%	17,85
5	Universitas Medan Asum	156 x 9%	7,8
6	Universitas Al-Washliyah	254 x 9%	12,7
7	Universitas Dian Nusantoro	105 x 9%	5,4
8	Universitas Panca Budi	288 x 9%	14,4
9	Universitas Katolik St. Thomas	245 x 9%	12,25
10	Universitas Putra Harapan	128 x 9%	6,4
11	Universitas Harapan Medan	186 x 9%	9,3
	Total		129

The table above determined that the number of samples that would become respondents was as many as 129 students at private tertiary institutions in Medan City with an accounting study program.

The measurement used in this study was a questionnaire. The respondent was asked to answer and fill out the questionnaire by the selection or opinion of the respondent. All instruments in this study use a Likert scale.

The data analysis technique used in this study is multiple regression analysis techniques and assisted using the SPSS 20 program.

**RESULT**

**Research Instrument Test Results**

**Validity Test**

The validity of the research instrument is declared valid if it has a coefficient of Correlation of Pearson Product Moment (R) > 0.3, which is a minimum comparative value to get a good correlation (Sugiyono,

2015). Of the 38 statements (indicators) distributed to 129 respondents, all these variables are valid because the value is above 0.3. Valid indicators can be distributed to the next respondent. The instrument validity test results can be seen in Table 3.

Table 3. Instrument validity test results

Variable	Indicator	Correlation Coefficient	Information
Cost of Education (X1)	I can pay the initial registration fee in the Accounting Study Program at your university or PTS smoothly (X1.1)	0,747	Valid
	The registration fee that I pay on time (X1.2)	0,762	Valid
	I can pay the SKS load per semester/ UKT fee (X1.3)	0,657	Valid
	SKS expenses per semester/ UKT fee in accounting study programs at your university or PTS can be covered by students (X1.4)	0,586	Valid
	Student activity contributions do not charge you (X1.5)	0,741	Valid
	The amount of student activities is still in a reasonable condition (X1.6)	0,658	Valid
	I always provide money to buy books every semester change (X1.7)	0,448	Valid
	I can buy my own book (X1.8)	0,457	Valid
Job Opportunities (X2)	I chose the accounting major so that I could get a greater job opportunity (X2.1)	0,338	Valid
	I will choose the Accounting Study Program so that when I graduate, I will get a job opportunity in accordance with the needs (X2.2)	0,570	Valid
	I chose the Accounting Study Program because there will be a lot of jobs available when I have graduated and have an established job (X2.3)	0,743	Valid
	Graduates of the Accounting Study Program in the future are needed (X2.4)	0,876	Valid
	In addition to being an accountant, an accounting study program graduate can become a successful entrepreneur (X2.5)	0,477	Valid
Academic Program (X3)	Accounting Study Program can not only work at a company or as an ASN but can also create jobs to obtain greater income (X2.6)	0,310	Valid
	The title I took in accordance with the ability to apply techniques and information to accounting (X3.1)	0,587	Valid
	The title given by your university or PTS has good quality (X3.2)	0,677	Valid
	Accounting Study Programs taken in accordance with the ability to develop techniques and information related to accounting well (X3.3)	0,649	Valid
	The accounting Study Program provided by your university or PTS has good quality (X3.4)	0,449	Valid
College Reputation (X4)	You do not face problems in registration to the intended university or PTS (X3.5)	0,387	Valid
	During the registration process at your university or PTS runs smoothly (X3.6)	0,671	Valid
	Your university or PTS is one of the well-recognized universities in Indonesia (X4.1)	0,577	Valid
	Accounting Study Program at University or PTS You have a good reputation in providing PKAK programs and the application of IT-Based Accounting Applications (X4.2)	0,559	Valid
	Accounting lecturers at the Faculty of Economics at the University of PTS can transfer knowledge well related to the application of IT-Based Accounting Applications (X4.3)	0,704	Valid
	All lecturers at your university or PTS produce a professional workforce, including one of the faculties of Economics and Business, accounting study programs (X4.4)	0,654	Valid
	The community already knows your university or PTS well (X4.5)	0,468	Valid
	Your university or PTS is trained to produce competent graduates (X4.6)	0,779	Valid
Student Decision (X5)	The accounting study program at your university or PTS has experience in the world of education and creates a competent and professional workforce (X4.7)	0,842	Valid
	Teaching materials for accounting study programs at your university or PTS are always up to date in implementing IT-based accounting applications (X4.8)	0,618	Valid
	I realized that the knowledge I learned in high school/vocational school was still not enough, so I decided to continue studying in the registration study program at your university or PTS (X5.1)	0,787	Valid
	I continued studying because I was forced to fill my spare time (X5.2)	0,682	Valid
	At your university or PTS, you are well known and recognized, so I don't have to look for information about accounting study programs (X5.3)	0,487	Valid
	I was actively looking for detailed information about accounting study programs at your university or PTS before taking the entrance test (X5.4)	0,761	Valid
	The accounting study program at the university or PTS you choose is not the only choice (X5.5)	0,577	Valid
	An accounting study program at your university or PTS can provide job prospects that are not inferior to accounting study programs of other universities in terms of implementing IT-based accounting applications and accounting specialties certification (X5.6)	0,536	Valid
	I consider the pros and cons of each alternative study program you choose (X5.7)	0,784	Valid
	Compared to other study programs, accounting study programs are more in line with the ability to meet IT-based accounting applications (X5.8)	0,654	Valid
I believe that choosing the accounting study program of the university or PTS you are currently attending is the right choice for me (X5.9)	0,782	Valid	
I am satisfied with studying in the accounting study program at the university or PTS you have chosen at this time (X5.10)	0,508	Valid	

Source: Data processed, 2022



The statement is declared valid if the value of  $r_{count}$  is greater than  $r_{table}$ . In this study, the validity test was carried out statistically using Pearson Correlation. Degree of freedom (DF) =  $n-2$ , where  $n$  (number of samples) is 129 respondents, so the DF is  $129-2$  with a significance of 0.05 so that a  $r_{table}$  of 0.1729 is obtained. The table above shows that all statements have fulfilled the requirements, namely,  $r_{count} > r_{table}$  (0.1729), and are declared valid. So, the questionnaire statements regarding the variable costs of education, academic programs, job opportunities, academic programs, university reputation, and student decisions are appropriate to be used to examine the influence between variables and all variables.

### Reliability Test

The Cronbach Alpha coefficient reliability test method is used to test the statement items in this study (Sugiyono, 2015). With the SPSS 20.0 program, the standard instrument reliability value is  $r > 0.6$ . So that these indicators are reliable and can be distributed to respondents, the results of the instrument reliability test can be seen in Table 4, which shows that the results of the reliability calculations all obtain a Cronbach Alpha coefficient greater than 0.6. It shows that these measurements can provide consistent results when repeated measurements are carried out on the same subject.

Table 4. Instrument Reliability Test Results

Variable	Alpha Cronbach	Information
Cost of Education (X1)	0,739	Reliable
Job Opportunities (X2)	0,734	Reliable
Academic Program (X3)	0,722	Reliable
College Reputation (X4)	0,855	Reliable
Student Decision (Y)	0,787	Reliable

Source: Data processed, 2022

The table above shows that the regression model is free from multicollinearity symptoms. The basis for this conclusion can be seen from the correlation value between variables which has a value smaller than 0.90. It can be concluded that the model

does not have symptoms of multicollinearity.

### Variable Descriptive Analysis

Table 5. Description of Respondents' Answers About Cost of Education

Item	Respondents Answer										Mean	Des
	TD		DA		D		A		SA			
	F	%	F	%	F	%	F	%	F	%		
(X1.1)	0	0	4	3	46	36	31	24	48	37	3,95	S
(X1.2)	0	0	24	18	27	21	70	54	8	6	3,48	S
(X1.3)	0	0	4	3	46	36	31	24	48	37	3,95	S
(X1.4)	0	0	24	18	27	21	70	54	8	6	3,48	S
(X1.5)	0	0	0	0	25	19	66	51	38	29	4,1	S
(X1.6)	0	0	8	6	45	35	47	36	29	22	3,75	S
(X1.7)	0	0	4	3	46	35	31	24	48	37	3,95	S
(X1.8)	0	0	24	18	27	21	70	54	8	6	3,48	S
Average Variable Cost of Education											3,76	S

Source: Data processed, 2022

Overall, the respondents' answers indicated that the cost of education was agreed to influence the decision to choose an accounting study program for students of private tertiary institutions in Medan. The ability of the respondents to fulfill obligations in the form of educational expenses will undoubtedly be the basis for consideration until they decide to choose an accounting study program to gain knowledge and add to their insights. According to Ekasari (2021), the more adequate the cost of education, the more it will support the decision to choose.

Table 6. Description of Respondents' Answers to Job Opportunities

Item	Respondents Answer										Mean	Des
	TD		DA		D		A		SA			
	F	%	F	%	F	%	F	%	F	%		
(X2.1)	0	0,0	20	15	38	29	57	44	14	11	3,50	S
(X2.2)	0	0,0	8	6	45	35	47	36	29	22	3,75	S
(X2.3)	0	0,0	4	3	46	36	31	24	48	37	3,95	S
(X2.4)	0	0,0	24	18	27	21	70	54	8	6	3,48	S
(X2.5)	0	0,0	4	3	46	36	31	24	48	37	3,95	S
(X2.6)	0	0,0	24	18	27	21	70	54	8	6	3,48	S
Average of Job Opportunity											3,68	S

Source: Data processed, 2022

Based on Table 5, the average score of the 6 (six) statements regarding employment opportunities is 3.68, which is in the range of 3.41 - 4.20, which means the category agrees. Students of accounting study programs at private tertiary institutions who were respondents in this study assessed work opportunities that were in the agree-



with category in influencing the decision to choose an accounting study program for students of private tertiary institutions in Medan City.

Table 7. Description of Respondents' Answers to the Academic Program

Item	Respondents Answer										Mean	Dev
	TD		DA		D		A		SA			
	F	%	F	%	F	%	F	%	F	%		
(X3.1)	0	0	0	0	25	19	66	51	38	29	4,1	S
(X3.2)	0	0	8	6	45	35	47	36	29	22	3,75	S
(X3.3)	0	0	4	3	46	36	31	24	48	37	3,95	S
(X3.4)	0	0	24	18	27	21	70	54	8	6	3,48	S
(X3.5)	0	0	0	0	25	19	66	51	38	29	4,1	S
(X3.6)	0	0	11	8	36	28	78	60	4	3	3,58	S
Average of Academic Program											3,82	S

Source: Data processed, 2022

Based on the data in Table 7, the average score of the 6 (six) statements regarding the academic program is 3.89, which is in the range of 3.41 - 4.20, which means the category agrees. Students of accounting study programs at private tertiary institutions in Medan City who were respondents to this study assessed that academic programs were the agreed-on category in influencing the decision to choose an accounting study program for students of private tertiary institutions in Medan City.

Table 8. Description of Respondents' Answers About College Reputation Variables

Item	Respondents Answer										Mean	Des
	TD		DA		D		A		SA			
	F	%	F	%	F	%	F	%	F	%		
(X4.1)	0	0	4	3	46	36	31	24	48	37	3,95	S
(X4.2)	0	0	24	18	27	21	70	54	8	6	3,48	S
(X4.3)	0	0	0	0	25	19	66	51	38	30	4,10	S
(X4.4)	0	0	8	6	45	35	47	36	29	23	3,75	S
(X4.5)	0	0	4	3	46	36	31	24	48	37	3,95	S
(X4.6)	0	0	24	18	27	21	70	54	8	6	3,48	S
(X4.7)	0	0	0	0	25	19	55	51	38	29	3,76	S
(X4.8)	0	0	11	8	36	28	78	60	4	3	3,51	S
Average of College Reputation											3,76	S

Source: Data processed, 2022

The results of the tabulation of data from respondents' answers to the 8 (eight) statements regarding the reputation of college institutions were answered by 129 people. Table 8 shows that the 8 (eight) statements regarding the reputation of college institutions obtained an average score of more than 3.89 and were included

in the criteria with an assessment category of 3.41 - 4.20, namely agree. It means that students of accounting study programs at private tertiary institutions in Medan City who are respondents in this study assessing the reputation of tertiary institutions agree to influence the decision to choose an accounting study program for students of private tertiary institutions in Medan City.

Table 9. Description of Respondents' Answers Student Decision Variables

Item	Respondents Answer										Mean	Des
	TD		DA		D		A		SA			
	F	%	F	%	F	%	F	%	F	%		
(Y1)	0	0	8	6	42	32	40	31	39	30	3,85	S
(Y2)	0	0	7	5	47	36	58	45	17	13	3,66	S
(Y3)	0	0	8	6	42	32	40	31	39	30	3,85	S
(Y4)	0	0	4	3	46	36	31	24	48	37	3,95	S
(Y5)	0	0	24	18	27	21	70	54	8	6	3,48	S
(Y6)	0	0	8	6	42	32	40	31	39	30	3,85	S
(Y7)	0	0	4	3	46	36	31	24	48	37	3,95	S
(Y8)	0	0	24	18	27	21	70	54	8	6	3,48	S
(Y9)	0	0	7	5	47	36	58	45	17	13	3,66	S
(Y10)	0	0	0	0	25	19	66	51	38	30	4,1	S
Average of Student Decision											3,86	S

Source: Data processed, 2022

The results of the tabulation of data on respondents' answers to 10 (ten) statements regarding the decision to choose an accounting study program for students of private tertiary institutions in Medan City were answered by 129 people.

### Hypothesis Testing Partial Significance Test (Statistical-t Test)

Table 10. Statistical Test Results-t Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1.414	1.143			-.362	.718
	Cost of Education	.669	.640	.502		4.965	.000
	Job Opportunities	.425	.442	.374		2.993	.002
	Academic Program	.323	.311	.280		3.223	.004
	College Reputation	.711	.701	.611		3.117	.000

a. Dependent Variable:

Student Decision

Source: Data processed, 2022

The table above shows that the cost of education (X1), job opportunities (X2), academic programs (X3), and college reputation (X4) have a positive and significant effect on student decisions (Y).

### Simultaneous Test (Test F)

Table 11. F Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	334.051	3	111.350	90.293	.000 <sup>a</sup>
	Residual	81.392	126	1.233		
	Total	415.443	126			

Source: Data processed, 2022

The table above shows that Fcount is 90,293 with a significance level of 0.000. While Ftable at 95% confidence level ( $\alpha = 0.05$ ) is 2.74. Therefore, Fcount (90.293) > Ftable (2.74) and a significance level of 0.000 < 0.05 indicates that the independent variables (cost of education, job opportunities, academic programs, and college reputation) simultaneously have a positive and significant effect on decisions students in choosing an accounting study program at a private university in Medan City.

### Determination Coefficient Test (R2 Test)

Table 12. Test Results for the Coefficient of Determination (R2)

Model Summary <sup>a</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.897 <sup>a</sup>	.804	.795	1.110	2.587

Source: Data processed, 2022

The table above shows the Adjusted R Square value of 0.795, meaning that 79.5% of student decisions in choosing an accounting study program at private tertiary institutions in Medan City can be explained by tuition fees, job opportunities, academic programs, and the reputation of the university. In contrast, the remaining 20.5% is explained by other factors not examined in this study.

### CONCLUSION

The results of this study provide several conclusions that can be drawn based on the discussion of the problems that have been carried out. The following are the conclusions that the author has summarized in this study:

- a) The cost of education, job opportunities, academic programs, and

college reputation simultaneously have a positive and significant effect on student decisions in choosing an accounting study program at private universities in Medan City.

- b) The cost of education significantly positively affects student decisions in choosing an accounting study program at private tertiary institutions in Medan City.
- c) Job opportunities partially have a positive and significant effect on student decisions in choosing an accounting study program at private tertiary institutions in Medan City.
- d) The academic program has a partially positive and significant effect on student decisions in choosing an accounting study program at private tertiary institutions in Medan City.
- e) College reputation has a positive and partially significant effect on student decisions in choosing an accounting study program at private tertiary institutions in Medan City.
- f) The Adjusted R Square value of 0.795 means that 79.5% of student decisions in choosing an accounting study program at private tertiary institutions in Medan City can be explained by the cost of education, job opportunities, and academic programs. In contrast, the remaining 20.5% is explained by other factors not examined in this study.

### SUGGESTION

Based on the results of the research and discussion, the following suggestions can be given:

- a) The importance of determining the cost of education is very capable of increasing the improvement of private tertiary institutions and increasing the desire of prospective students to choose accounting study programs at private tertiary institutions. An introduction to job opportunities by providing an overview of accounting graduates

who will become accountants or other professionals is urgently needed by students. So, it will impact improving academic programs and increasing the reputation of college institutions that are getting better in the real world.

- b) For future researchers to use this research as a reference in further research. Other factors influence student decisions in choosing an accounting study program at private tertiary institutions in Medan City. It is indicated by 20.5% of other factors influencing student decisions in choosing an accounting study program at private tertiary institutions in Medan City. Researchers can develop broader variables or add other variables such as promotions, products, family support, and motivation.

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